



TECHNOLOGICAL INNOVATION
SERVING PROFESSIONALS AND WINE LOVERS

FOUNDERS' MESSAGE

Wine fraud is booming on the global market. Counterfeiting methods are fully understood and are becoming industrialized and now focus not only on prestigious wines, but also cheaper varieties. This development means a greater risk for consumers, as fake wines, which often contain harmful ingredients, have become very difficult to identify using the untrained eye.

Fraud techniques have been stimulated by the significant rise in world trade and rising consumption in emerging countries. Today over one-third of bottle output is consumed outside of its country of origin, which is why products such as these require strict and more extensive tracking.

Authentication methods for a given bottle are limited compared to imitations, which are intended to duplicate or recover empty bottles – and even in some cases reconstitute the contents.



Alexandre MONGRENIER
Chairman
Chief Executive Officer
Co-founder



Benoît SUDRE
Managing Director
Co-founder

WID's main goal is to obtain the recognition of its solutions as a guarantee of quality and integrity by all key players of the wine industry. Our firm intention is to help them preserve their image, history, know-how, tradition and heritage. As for consumers, we aim to restore their trust in the wine industry regarding the origin and quality of its products.

ORIGINS

WID S.A.S. is a French company that develops innovative solutions using radio frequency technology to authenticate, identify and track wine and spirits bottles with high added value.



The company expertise results from the bringing together of a mature company, Biolog-id (established in 1981), which designs and integrates Radio Frequency IDentification (RFID) tracking solutions for health products, and a new team with innovative projects.

For several years WID and Biolog-id have been transposing, applied and tested solutions of the health sector to new fields. Our projects have been supported by the ECE Paris engineering school, Seinari (the Upper Normandy Innovation Agency), Mandarine Codi (innovation advisory services), Bull (business information technology since 1931), the Upper Normandy regional authority, the CNRFID National Reference Centre and the European Union.

The “Wine-ID” project was hailed in 2013 as the winner of the national competition to assist company start-ups in innovative technologies launched by the French Higher Education and Research Ministry and the Bpifrance public investment bank.

Today, WID is driven by a committed and enthusiastic team with the aim of helping all professionals in the wine industry to deal with counterfeiting and tracking issues. WID offers innovative, secure and reliable solutions to identify and track bottles from the winery right up to the end consumer.

MISSIONS

- Establish and guarantee the product's provenance from the producer to the consumer.
- Help prevent any counterfeiting throughout the value chain.
- Provide identification tools for the entire wine growing industry.
- Reassuring consumers when purchasing and tasting bottles.

AREAS OF EXPERTISE

AUDIT & DESIGN



WID supervises all the vital steps and processes in industrial projects to progress from a statement of requirements to the direct operational implementation of the hardware and software solutions.

Our contribution covers the provision of “intellectual” services (R&D, methodology, etc.) right up to the availability of all hardware and resources required to produce and implement the solution.

HARDWARE, SOFTWARE & WEB



WID's hardware research and development team, software development team, project-dedicated structure, testing and maintenance platform ensure the study and deployment of comprehensive solutions.

We manage projects globally from the preliminary phase to specify requirements right up to implementation and launching of the solution. This includes the installation of various hardware and software components and user training.

COMMUNICATION SERVERS & NETWORKS



WID works with specialized partners in cloud-computing to provide clients with a reliable solution tailored to their requirements.

The communication network ensures: data centralization, information transfer security, a very high level of data availability and easy future-proofing.

SUPERVISION & SUPPORT SYSTEM



WID can provide clients with multiple tools that can be accessed via a secure web platform. The latter can update information available in the mobile application and track products equipped with the WID system (statistics, unit tracking, etc.).

Our clients benefit from our long-term support to address new requirements and face new challenges together.

ADDED VALUE

Our RFID-NFC seals are packaged as adhesive, customizable electronic tags specifically designed using high-quality, carefully-selected components.



AUTHENTICATION & IDENTIFICATION



Each bottle has unique features (a unique identifier and private secure key). This enables a guaranteed identification, by secure and reliable readers, of a single bottle or sealed batches, thus ensuring data integrity throughout the value chain.

SECURITY



Several security levels have been implemented in WID electronic components including a private secure key for each tag preventing illegal reproduction. A anti-ripping protection device allows irreversible destruction of the component when the tag is taken off.

GLOBAL TRACKING



Geo-location and reconstitution of the bottle's itinerary from the production to consumption locations can be accessed via a web application. This ensures comprehensive visibility of bottle movements.

LINKS WITH THE CONSUMER



Our secure mobile application enables consumers to be sure of their purchases' authenticity. Targeted marketing via the mobile application ensures the producer a link with his partners and customers.

WID PROCESS

PRODUCTION

« Protecting your know-how »



Our electronic RFID-NFC chip is sealed on to the bottle's neck with a unique number using a special labeling machine respecting the constraints of the industrial process. The tag is the cornerstone of our solution. It can be identified only by specific readers developed by WID.

Each unique ID in the chip is specific to a bottle. It is associated with the bottle ID card set up by the producer, which includes the name of the wine, of the estate, its vintage, advice on tasting and how to let the wine mature, etc.

DISTRIBUTION

« Securing your bottle movements »



WID has developed an RFID tunnel for all the actors involved in the distribution chain. The tunnel is intended for operatives receiving cases or batches of bottles.

This system makes it possible to read vast quantities of data and can authenticate every bottle in sealed cases in a single read operation. This means that parties such as cooperatives, merchants, wholesalers, distributors, importers and customs officers can authenticate merchandise without removing the packaging.

CONSUMPTION

« Reassure your customers »

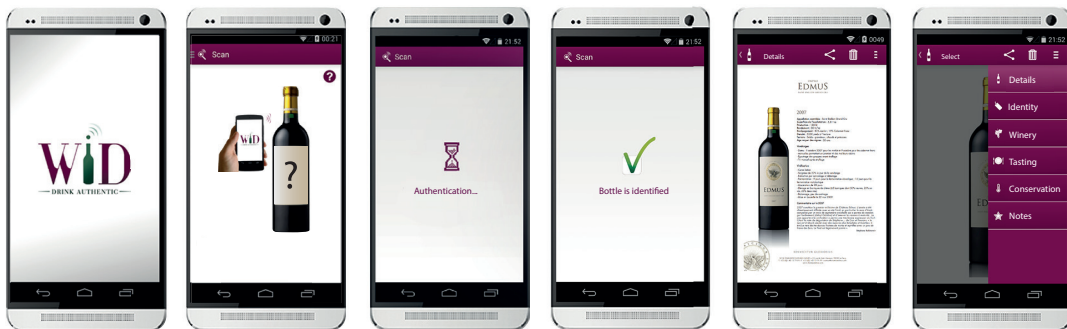


End consumers can download our free mobile application to authenticate a bottle. With this tool, customers can verify the identity of the product before the purchase and confidently enjoy their wine.

MOBILE APPLICATION

Our free mobile application is available for smartphones equipped with NFC technology. It allows the consumers to authenticate the bottle by approaching their phone close to the security label. After the WID database has been consulted, the consumer receives a message to validate or invalidate the bottle's certificate.

The user can access a set of information selected by the producer about the provenance, history, know-how and grape varieties along with tasting and advice on how to let the wine mature. By creating a WID account each user can build up a personal wine library, as well as share and discuss wine selections with friends.



HOME

TUTORIAL

AUTHENTICATION

IDENTIFICATION

SERVICES

AVAILABLE ON OFFICIAL STORE



ANDROID

PARTNERS



WINNER 2013

NATIONAL COMPETITION OF INNOVATIVE TECHNOLOGIES

bpifrance



1, rue du Commandant Robert Malrait - ZA des Granges - 27300 Bernay

Phone: + 33(0)2 32 47 83 68 - Fax: +33(0)2 32 47 83 50 - France

contact@wid.fr

www.wid.fr
