



Value Through Visibility

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Verify Brand™ Announces the Release of VB Enterprise 4.0 for Life Sciences

Minneapolis, MN, January 20, 2012 – Verify Brand™ announces the release of VB Enterprise 4.0 for Life Sciences with support for expanding serialization and traceability regulations for pharmaceutical, biologics, medical device and nutritional product manufacturers. VB Enterprise 4.0 for Life Sciences adds support for GS1 standards, including GS1 barcodes, data standards, and the EPCIS interface standard. Verify Brand™ has also gone beyond compliance requirements to add enriched messaging management and comprehensive product authentication, tracking and reporting capabilities to improve overall product security and supply chain management.

- **Enhanced Serial Number Management** - The [VB Enterprise 4.0 UID Procurement Service](#) gives Life Sciences companies full control to configure the composition, allocation and management of unique serial numbers, including support for GS1 compliant serial numbers.
- **Advanced Data Repository** - Beyond simply supporting EPCIS capture and query interfaces, the [VB Enterprise 4.0 Core Traceability Repository](#) offers the most comprehensive suite of data interfaces enabling deeper integration with a company's manufacturing and distribution processes.
- **Flexible External Messaging Support** - The [VB Enterprise 4.0 Message Management Service](#) is a single-source, globally capable data exchange hub, enabling cross supply chain integration and compliance with international traceability reporting regulations (e.g. Turkey, Argentina).
- **Real-Time Digital Authentication** - The [VB Enterprise 4.0 Authentication Service](#) allows internal users as well as sales channels and consumers to authenticate products through a variety of options including Web, major smart phone device applications and mobile SMS and email.

VB Enterprise 4.0 software applications are provided through a Software-as-a-Service model, hosted in the Verify Brand™ or customer's data center, deployed locally (client) where necessary or for each customer in mobile application stores and leverage secure cloud-based data management resources to maximize availability and cost effectiveness. Web, client and mobile applications and flexible configuration provide a holistic platform of software necessary to enable all necessary functionality in an end-to-end **Digital Authentication, Track and Trace**® system for customers in any industry, size or location. Verify Brand™ is a GS1 US Solution Partner and will be exhibiting at this year's HDMA Distribution Management Conference and Technology Exhibition (March 11-14 Orlando, FL).

About Verify Brand™

Verify Brand's patented systems provide unique identification life-cycle management and thereby dramatically improve product and supply chain security. Our solutions help brand owners and governments address numerous challenges including regulatory compliance, counterfeiting, grey market diversion, product authentication, tax or royalty payment assurance, warranty and return fraud, theft, recalls, manufacturing overruns, as well as product and brand promotion. Verify Brand™ is the experience leader in providing simple to sophisticated serialization-based **Digital Authentication, Track and Trace**® systems. VB Enterprise 4.0 is supporting customers in multiple industries around the world.
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