Landscaping and prioritizing technologies for anticounterfeiting and personalization of consumer devices

Challenge

The client, a leading global tobacco goods company, wanted to understand the various incumbent and emergent authentication technologies available for both personalization of e-cigarette devices and anticounterfeiting of consumables.

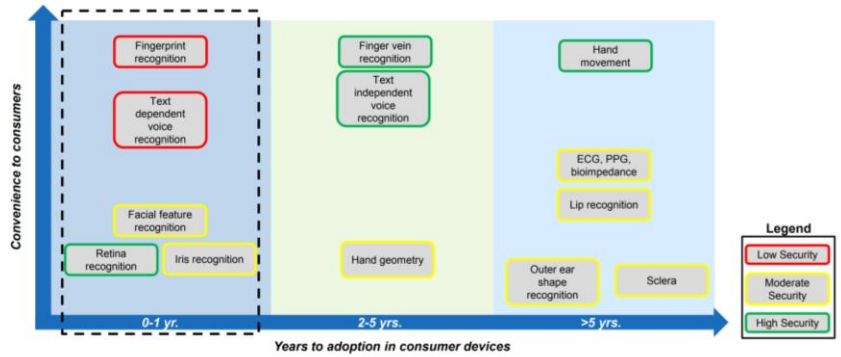
Solution

Lux built a high-level taxonomy to capture the main authentication technology categories and evaluated each technology according to its value proposition, drawbacks, cost, and level of maturity. After creating a roadmap for deployment of all authentication technologies, Lux prioritized the technologies based on key requirements from the client, inherent technology strengths, and commercial value.

Value

The client started investigating, together with the design and engineering departments of the company, what the feasibility of integrating the recommended technologies into the company's devices in the near term would be.

Though fingerprint, and text-dependent voice recognition are commercially available, these create security concerns in an e-cigarette



*Metrics are evaluated relative to other authentication methods and current device usage:
**Security: Considerations include rate of false negatives and positives, and ability to spoof.
***Chart only includes methods with form factors suitable for an e-cigarette