# entrupy

## Provider of World's First Artificial Intelligence-based Product Authentication Technology

### About Entrupy

Entrupy is a hardware-enabled SaaS company that uses computer vision algorithms and microscopy to bring trust to transactions of high-value physical goods. Currently in use by hundreds of secondary resellers and marketplaces worldwide, Entrupy provides the first scalable technology capable of authenticating luxury products from brands such as Louis Vuitton, Chanel and Hermès, among others. The service launched in 2016, following four years of research led by Ashlesh Sharma, Vidyuth Srinivasan and Lakshminarayanan Subramanian, Professor at New York University. Investors include DG Lab Fund, deep learning pioneer and Facebook AI Research (FAIR) director, Yann LeCun, serial entrepreneur and investor Zach Coelius, cloud computing pioneer and Google VP of Infrastructure Eric Brewer, and Japanese venture capital firm, Accord Ventures.

### Brief

- Entrupy enlisted Clarity to officially launch the company with the announcement of a series A funding round
- Following the funding announcement, Clarity has continued to promote Entrupy as the world's only provider of a scalable, objective solution for authentication of luxury products
- In September 2018, Clarity helped launch the Entrupy Fingerprinting solution, a computer-vision-based method of verifying individual objects at any point in the supply chain.

### Campaign

- Clarity pursued a multi-pronged approach that includes media relations, industry relations, thought leadership and speaker's bureau and an awards program.
- The strategies and tactics executed on behalf of Entrupy have yielded positive results across audiences and geographies.
- Our aggressive media relations program targets fashion press as well as technology and business publications in the US, Europe and Asia.
- We have also pursued industry relationships, getting involved in organizations including the International Trademark Association (INTA) and the Luxury Marketing Council.

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## Results

- Clarity has secured well over 100 media placements, with coverage appearing in publications around the world. Highlights include Forbes, The Independent, WWD, LeMonde Magazine, Fox News, TechCrunch, PC Magazine, Entrepreneur, GQ Spain, Harpers Bazaar Australia the New York Post and many more
- Additionally, we have secured radio and broadcast interviews for the CEO and on-air interviews at the company's in-store authentication events with outlets including CBS, Reuters and Bloomberg
- We have also secured speaking engagements and demonstration opportunities at industry events including Paris Retail Week, NRF's Big Show, the Global Brand Protection Innovation Program (Bangkok) and The Deep Learning Summit (Montreal) as well as more academically-oriented sessions with New York University, Fordham Law and the Fashion Institute of Technology.
- Lastly, we submitted award nominations resulting in numerous wins, including an AI Breakthrough Award (Best Use of AI for Authentication), A Silver Edison Award (Business & Consumer Protection) and a Silver Stevie Award for Best Software Technology Startup

WIRED.IT

**Entrupy, il mini scanner che riconosce borse e vestiti falsi**

INDEPENDENT

**Counterfeit Street': The trail of misery behind the designer knock-off you are getting for Christmas**

HUFFPOST

**How To Gift Second-Hand Luxury Products**

RACKED

**Artificial Intelligence Is Being Used to Combat Luxury Fakes**

CHINADAILY

**Start-Up Creates Portable Scanner That Can Detect Fake Designer Goods**

COMPUTERWORLD

**Fake products? Only AI can save us now.**

WWD

**Entrupy Brings Authentication Service to Japan for Luxury Resale Market**

COSMOPOLITAN

**L'astuce pour reconnaître les faux sacs de marque**

Bloomberg

**This Gadget Tells You If Your Handbag Is a Fake**

THE TIMES OF INDIA

**2017's top innovations that will shape the future of fashion .**

Harper's BAZAAR AUSTRALIA

**This App Can Spot A Fake Hermès With 98% Accuracy**

NEW YORK POST

**This Gadget can Spot a Fake Designer Handbag**

CBS KPIX

**New App Can Determine If Designer Bags Are Fake**

LES CARNETS DU LUXE

**Comment les groupes de luxe luttent contre la contrefaçon…et la détournent avec ironie**

CNBC

**Trying to spot a real Chanel from a fake? Deep learning tech can help**