Leveraging the power of genetic code to protect Fine Art

There has never been more growth potential for limited edition and original art than right now. With the rapid expansion of the Internet and its more than 2,500 online auctions and galleries, there is more art reaching the market, all available for purchase. The down side is an alarming number of inferior, misrepresented and forged artworks are being passed off as genuine. How do art buyers know if it is real?

Draw on the impenetrable strength of the DNA Art Guard™ System

The DNA Art Guard™ system allows artists, studios and publishers to permanently authenticate and protect the integrity of their work. The DNA MATRIX™ (DNA gene segments and optical taggants) is then applied to the work of art when it is created. This counterfeit-proof marker can easily be applied to originals and limited editions.

Customers will know they are purchasing authentic art. Counterfeits and unauthorized reproductions can be easily identified and removed from the marketplace, bringing stability back to the market.
Once the artwork is tagged, it can be traced and tracked through Art Guard’s proprietary on-line registry system. Artists and publishers can track the artwork for its entire lifetime. This gives them the power to protect their integrity and preserve their reputation in a competitive market. Collectors can catalogue and track their collections, while artists and publishers have direct access to their best customers.

Key Benefits

- Can be applied in normal production of the artwork
- Instant and positive verification with handheld scanners
- Structured package to suit artist’s or publisher’s requirements
- Data mining and marketing capabilities to qualified buyers
- Increased consumer confidence in artwork

We are in the business of fabricating fine art limited editions on canvas and aluminum, which sell for $4,500 to $35,000. In an age where digital replication is more readily available than ever, authenticity and forgery security is very important. We have been using DNA Technologies’ security ink for over ten years and it provides our business and our clients with the degree of security and immediate verification of authenticity that our business requires.

Stanley Hastings, General Manager – Fine Art Editions Ltd.

DRIVING SECURITY INNOVATION FOR NEARLY 20 YEARS

DNA Technologies has close to 20 years of experience in the DNA security sector.

Originally founded in Los Angeles, CA to provide art authentication services to Joe Barbera of Hanna-Barbera fame, DNA Technologies has since exploded.

SUCCESS STORIES INCLUDE:

- Olympic Committee
- Commonwealth Games
- Thomas Kinkade “Painter of Light”
- The NFL Super Bowl
- National Hockey League
- BRL Hardy Wines

The system uses DNA-laced ink to tag and protect valuable products, brands and intellectual property. Our key product is the DNA Matrix™ – a high security, anti-counterfeiting stamp that cannot be reverse-engineered or duplicated.

Our DNA Matrix™ is detectable in the field with specially calibrated readers, and is indisputable when verified in a laboratory.