

# TRUSTSEAL® NEW GENERATION 3

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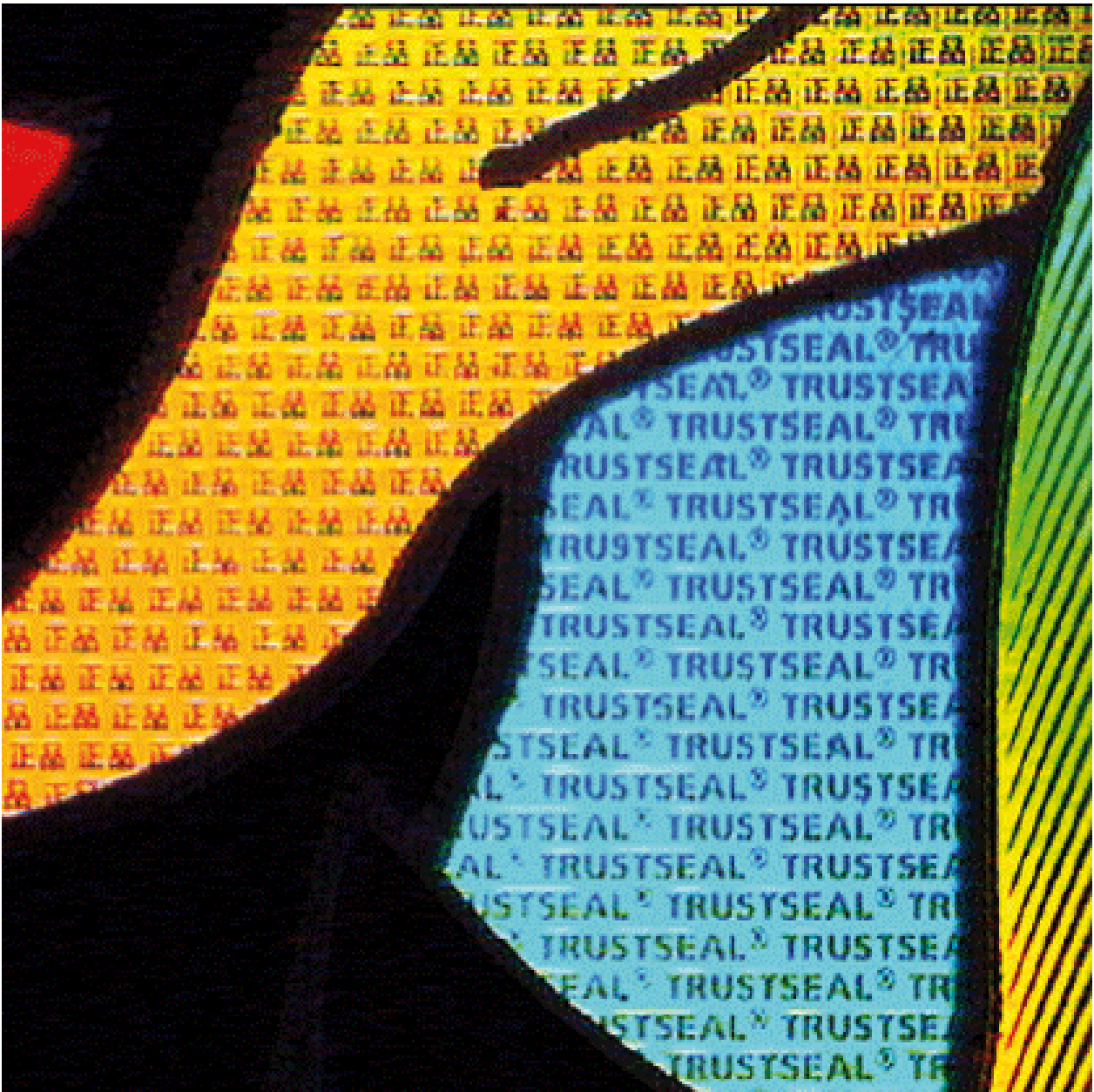
## OVERLAPPING DYNAKEY

Viewed through a special filter placed on top of the TRUSTSEAL® and moved up and down, the letters OK are seen to move inwards and outwards in a striking radial effect. This effect overlaps the beams in the left part of the TRUSTSEAL® design.



## NANOPIC

A high-resolution map of the Asian continent is incorporated inside both eyes of the dragon. The extremely fine details of the map become clearly visible only under high magnification.



## NANOTEXT, AND NANOTEXT WITH NANO CONTRUST

Inside the mouth and on the tongue of the dragon, two different nanotexts are incorporated. Under normal viewing conditions these areas appear bright and colourful. Under a magnifying glass the text TRUSTSEAL® can be seen inside the mouth, and the Chinese characters for "Genuine" upon the tongue (all text heights 0.075 mm). When the TRUSTSEAL® is rotated by 90°, the Chinese text switches positive to negative against the background, in a second-generation nanotext effect called Nano ConTrust.



### LATENT CONTRUST

This latent image feature consists of the Chinese character for "Dragon" inside the fireball, plus a fish scale pattern in the lower part of the image. These latent images are not immediately visible, but are seen clearly when the TRUSTSEAL® is tilted to an extremely flat viewing angle. With a further rotation of 90° while viewed obliquely, the images are seen to flip from positive to negative.



### ANTICOPY DYNAKEY

The sun behind the phoenix appears to the naked eye as a patterned, matt area, visible under nearly all viewing conditions. Viewed through a special filter placed on top of the TRUSTSEAL® and moved up and down, the letters OK are seen to shift upwards and downwards in a bi-directional vertical movement. The particularly high resolution of this effect serves as a strong barrier to imitation or copying.



### SHELVING EFFECT

The feathers of the phoenix appear to change in multiple, strong and colorful movements which create a highly dynamic effect at various horizontal and vertical viewing angles, and which can also be recognised easily from a distance. This effect is designed especially for the placement of products on shelves at the point of sale. TRUSTSEAL® with shelving effect is a particularly attractive device aimed at instantly catching the eye of the busy shopper.



## LATENT MIRROR

Under normal viewing conditions, the hills on the horizon appear as a simple metallic area (mirror). When the TRUSTSEAL® is tilted to an extreme angle and viewed obliquely, then a blue-green floral pattern appears. When the design is rotated by 90° in the oblique viewing position, then the contrast of the flowers with the background flips in a positive-to-negative switch.



### CONTRUST WITH CHANNELING

In the circle in the top left corner of the TRUSTSEAL®, a colorful image flip between the silhouette of the phoenix and the background of the circle can be seen when the design is tilted left and right. When the design is not tilted, a matte KURZ logo can be seen, which changes from positive to negative when the TRUSTSEAL® is rotated by 90°.





## LATENT FLIP

Under normal viewing conditions, the ground around the river appears as a typical TRUSTSEAL® lens effect. When the design is tilted to an extreme angle and viewed obliquely, then a blue-green KURZ logo appears. When the TRUSTSEAL® is rotated about the vertical axis in the same oblique position, an image flip to "TRUSTSEAL®" is seen.