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PRESS RELEASE

Crystal Cable Announces Product Authentication with NFC Tag & New App

Elst, Netherlands, September 2020 — Crystal Cable, the company behind a number of highly acclaimed audio products, is excited to reveal a revolutionary solution that will enhance customer engagement and combat counterfeit products and grey imports. Each new cable will have an NFC tag attached that can be read by a specially developed app downloaded on any NFC-enabled device.

The NFC tag contains unique product and order-specific information. By simply tapping the tag with their device, customers can use the app to easily authenticate their product, check its details and register it with a unique 'ownership code'. Future app updates will provide additional functionality and make it a great way to keep up with the latest news at the company. The app is available for download in the App Store (iOS) and Google Play (Android).

This solution was developed by Selinko, a proven expert in product authentication, grey market detection and customer engagement services through the integration of NFC (near-field communication) chips in products. It has been successfully implemented in various markets, from wines and cognacs to consumer electronics.

Robert Winterhoff, CEO of Crystal Cable, made the following statement: "This advanced solution is designed to protect our customers, our brand, our distributors and our dealers. The robust, new security system makes it easy for customers to authenticate their product, extend their warranty and engage directly with Crystal Cable."

About Crystal Cable

Crystal Cable's portfolio includes a wide range of award-winning products, including numerous cables, the iconic Arabesque speaker series and the renowned CCI amplifier. It is our belief that an artist's performance deserves to be flawlessly recreated and that audio products should be as carefully crafted as the music they deliver.