



GOLDEN GLOBE TROPHY BECOMES PROVENANCE READY IN 2019 RE-DESIGN

CASE STUDY

JANUARY 2019

When the R/GA team behind the Golden Globe 2019 trophy re-design engaged DIGISEQ to guarantee the authenticity of the trophies, its response to this sensational project was a resounding 'Yes!'. Provenance is the trustworthy proof of an entity's origin. For DIGISEQ, guaranteeing it meant tagging each item with a unique identifier that is verifiable and immutable - a process that must not be replicable by other parties. This is a world-first and DIGISEQ's first commercial deployment of its Provenance service.



CTO Colin Tanner (bottom left) writing the award details of actress Rachel Brosnahan into the trophy's NFC chip.

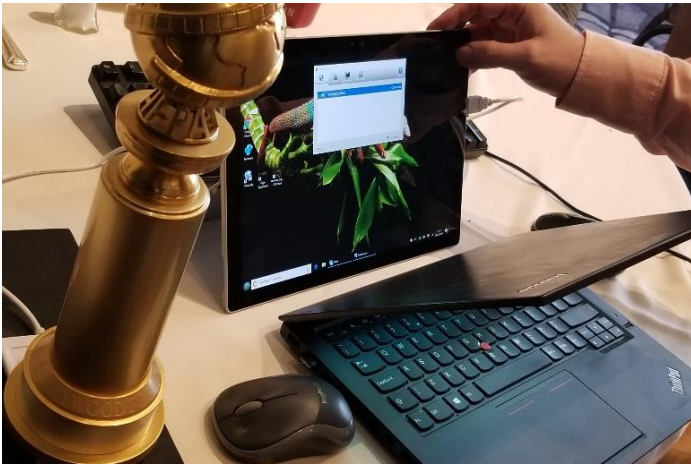
In fact, the R/GA team had considered technologies such as blockchain before deciding that near-field communication (NFC) was the ideal solution to guaranteeing provenance. That's the power imbued in a smart NFC chip when integrated with DIGISEQ's Provenance application; it provides end-to-end security in data creation and delivery. At the Golden Globe, a smart NFC chip inlay was embedded into the award trophies' base. With the same degree of security as that of payments, DIGISEQ guarantees the asset's authenticity at the edge – from its inception and throughout its lifetime.

Hosted at The Beverly Hilton Hotel on the 6th of January, the Golden Globe 2019 Awards was a grand but quirky affair – formally-dressed guests and hosts alike were casually drinking champagne out of small bottles as if it was beer. DIGISEQ's CTO, Mr Colin Tanner, was at the star-studded event to aid in writing the award winners' data into their trophies. When an award winner was announced, the winner went up the stage to receive a trophy with an unwritten NFC chip. At the after-party, the winning celebrities had their



The awards are so high profile and get seen by so many people that this can put them at risk of counterfeiting. We used this insight to ensure that each award is truly authentic and unique by integrating NFC tech with DIGISEQ to improve the security of the award. This also allowed an added layer to the award for winners and the HFPA because of the digital experience that is activated by the app when it reads the NFC chip. When the data was provisioned, we showed winners their real-time information on the app as the award was being scanned. It created so much delight and intrigue as they had not expected a physical award to have the digital integration and experience.

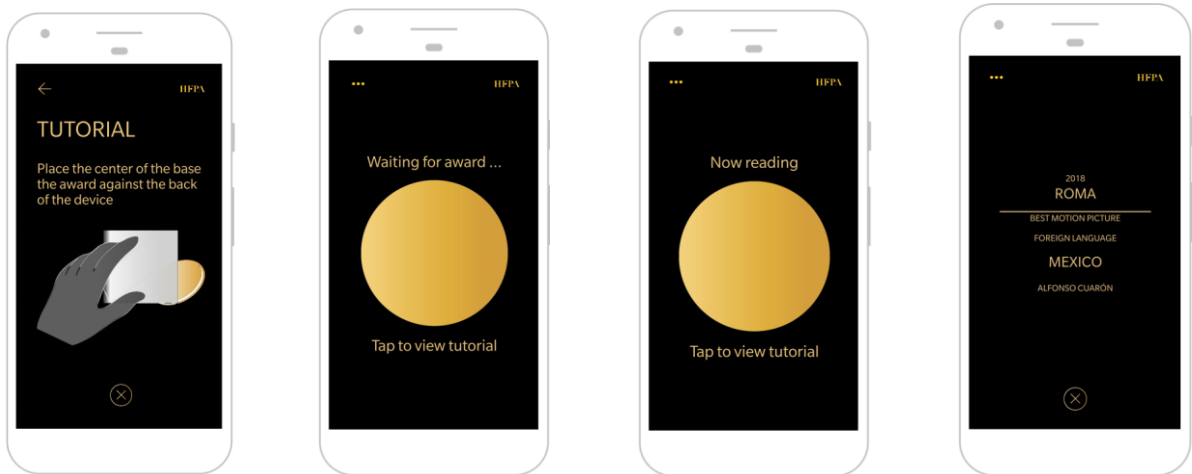
LARS HANSSON, VP EXECUTIVE CREATIVE DIRECTOR
R/GA



The Provenance service set-up

trophies engraved. They also met with Mr Tanner, where he selected the relevant details from a database – such as the winner’s name, film name and award category - to be written into the award. This database was prewritten with the nominees’ details prior to the award ceremony and was stored in the DIGISEQ data centre hosted at The Bunker. The Bunker operates data centres situated deep underground in former nuclear bunkers, providing military-grade security to ensure data integrity. Placing the trophy on a reader connected to the DigiAppliance, the winner’s details were written into the chip and simultaneously stored with The Bunker. After which, the winner received back a personalised and guaranteed authentic trophy!

Staff of the Hollywood Foreign Press Association (HFPA) , the organiser of the Golden Globe Awards, have a mobile application downloaded onto their mobile devices that executes an RSA-based authentication of the award’s provenance and displays the award details when the trophy is tapped on the NFC-enabled device.



Mobile App Screenshots



The Bunker have had a long and extremely close working relationship with our friends at DIGISEQ. Our data centre engineering teams, compliance and physical security experts have worked hand in hand with the team at DIGISEQ with a genuine partnership approach to ensure they can meet and surpass the multiple complex security standards that they are required to adhere to.

With our unique ex-military facilities and our ability to provide bespoke ultra-secure data suites for the most security conscious of businesses we are extremely proud to have been able to support DIGISEQ in creating this world first project.

**PHIL BINDLEY, MANAGING DIRECTOR
THE BUNKER**

DIGISEQ’s contribution of its NFC Provenance service was praised by HFPA, as the ‘most innovative aspect of the new award’. “Collaborating with the right partners secured our success at the Golden Globe. Having a trusted data suite at The Bunker is essential to the provenance service. We appreciate R/GA for being perceptive in applying our technology to such a unique use case,” said DIGISEQ’s CEO Ms Terrie Smith.

DIGISEQ plans to apply this service to various other use cases such as safety equipment, retail luxury goods, art, or historic antique pieces. These industries are losing billions every year due to the prevalence of counterfeits. The Provenance service is the futureproof solution to ensuring the authenticity of these high-value items from the point of manufacturing. With a wide range of use cases targeting immense problems, DIGISEQ looks forward to making more world firsts, just like with the Golden Globe.

