



Success stories

Beston Pure Dairies

Developing fraud proof food packaging

Beston Technologies (Beston) have developed a proven food fraud authenticity software app called OZIRIS™. They looked to further develop the software to protect their customers in export markets and extend the service to other food manufacturers. This is a huge step to reduce food wastage and improve global supply chains, and the circular economy.

Beston had already developed a proof of concept with a range of potential new machine learning and AI technologies but did not have the inhouse capabilities to move onto pilot testing and scaling the ideas and technologies. They were looking to integrate their own software into other software and improve security.

Accessing funding support

Through the Australian Government's Entrepreneurs' Programme, Innovation Connections facilitator David Monck assisted Beston to secure an Innovation



Connections grant to support the business to collaborate with researcher A/Prof. Farookh Hussain at the University of Technology Sydney (UTS) to progress the proof of concept.

Project aims

With the aim of further developing an anticounterfeit solution the collaboration successfully developed the OZIRIS™ into an new iOS application in Swift. It is now a state-of-the-art application using the latest Swift framework for iPhone. UTS has also integrated OZIRIS™ and Digimarc Mobile SDK to prevent counterfeiting of food labels and minimise duplication of Beston products in overseas markets. The application has modules such as user, product details, reviews, settings and scanning. The application will be available through the App Store.

The future

The second phase for Beston Technologies and UTS will be the development of the new OZIRIS™

Android application and to develop an alternative backend to replace current coding to use Microsoft Azure and Amazon AWS. Collectively, these applications will provide Multifactor Authentication (MFA) protection.

"The support from Innovation Connections program was tremendous. At various steps in the process, agility and novel direction setting was required. The experienced facilitator handled these issues with precision."
Alistair McFarlane, General Manager, Beston Technologies

Beston are also looking to access a further Innovation Connections grant to assist them implement the learnings, future testing and industry customisation.

