

AGMA One Device

Frequently Asked Questions

General

Q: What is AGMA?

A: AGMA is a non-profit organization comprised primarily of influential companies in the technology sector. Incorporated in 2001, AGMA's mission is to address gray market fraud, parallel imports, counterfeiting, software piracy, and service abuse of technology products around the globe. The organization's goals are to protect intellectual property and authorized distribution channels, improve customer satisfaction and preserve brand integrity.

Q: What is the AGMA One Device?

A: It's a unified smart phone based inspection platform, built to assist Customs officers to authenticate products in the field. It's designed to be multi-solution, meaning it can run authentication technologies from multiple brands and providers side by side, on a single device.

Q: What kinds of products can be authenticated on the AGMA One Device?

A: Any brand or product whose smart phone based authentication technology has been integrated into the platform. Currently the device can authenticate products spanning personal care products to technology products. All other segments, such as pharmaceuticals, automotive, consumer goods, etc., would be a natural fit for the AGMA One Device.

Q: Who uses the AGMA One Device?

A: Customs officers, primarily CBP (Customs and Border Protection) officers today, with other countries' Customs administrations expected to adopt it over time.

Q: Where is the AGMA One Device deployed?

A: CBP piloted the AGMA One Device at the Customs facility at JFK in New York in September 2025. Since then, deployment has expanded to 11 major U.S. ports through the CBP Donations Acceptance Program. These include Cleveland, Dallas, Detroit, JFK, Long Beach, Memphis, Miami, Sault St. Marie, Seattle, and SFO/Oakland. Over time, the goal is to expand its use at other ports in the U.S. and to other Customs administrations in countries beyond the U.S.



Q: Who can participate on the AGMA One Device?

A: All AGMA members have the opportunity to participate in the AGMA One Device program as a benefit of their membership. There are multiple membership tiers in AGMA, from digital to global membership. **View membership options here:** <https://agmaglobal.org/page/Offerings>

Q: How can I get more information about AGMA?

A: Please contact info@agmaglobal.org for more information about AGMA.

Authentication Solutions that are Supported on the AGMA One Device

Q: Who developed and maintains the AGMA One Device platform?

A: True Pedigree (www.truepedigree.com) developed the One Device platform for AGMA, and maintains it for the benefit of members that have authentication solutions on it. Along with other SaaS business solutions, True Pedigree also offers GenuScan, an authentication solution that leverages the “digital fingerprint” of existing data already on packaging or products such as serial numbers, manufacturing dates, lot codes, and related information. Some brands on the AGMA One Device currently conduct authentications through the GenuScan solution.

Q: Does the AGMA One Device authenticate products only using the GenuScan solution?

A: No. Its scope isn't limited to GenuScan. Because the platform is built to be multi-solution, it can authenticate any brand or product whose authentication technology has been integrated into it. GenuScan is one solution among potentially several.

Q: What if my company already has an authentication technology that can run on a smartphone?

A: Please contact True Pedigree (info@truepedigree.com) to coordinate the technical details for inclusion of your solution onto the AGMA One Device.

Q: What if my company does not have an authentication technology that can run on a smartphone?

A: If applicable, you can work with a technology vendor of your choice to build a solution. If you would like to contact True Pedigree, they can discuss their capabilities to build, maintain, and train on your solution. Because of True Pedigree's expertise in this area and familiarity with the AGMA One Device platform, they can build and run your solution for an annual license fee of \$20,000, which covers all US Customs ports and provides you a dashboard to monitor usage of your solution and track ROI. But you are free to work with any technology provider that you choose.

Open vs. Closed Systems

Q: Are there any restrictions on when CBP can use an authentication application?

A: CBP complies with laws that restrict the sharing of confidential information that appears on products, stemming from the Trade Secrets Act ([18 U.S.C. 1905](#)) and other laws. As a result, CBP does not share confidential information on a product with the brand owner immediately. Per regulations, CBP contacts the importer of the product and requests proof that the product is genuine. If, after seven days, the importer does not provide information that Customs determines is sufficient to establish that the product is genuine, at that point CBP can share photographs or other information on the product with the brand owner to assist in authenticating the product. (See 80 Fed.Reg. 56370)

Q: Do all solutions on the AGMA One Device communicate with the brand owner for authentication?

A: No. Some solutions, including those using GenuScan, communicate with a third party for the authentication. This is known as a “Closed System.” In other words, the details about the product (such as Trade Secret information like serial number, lot number, etc.) is used by the third party to do the authentication, but the brand owner does not get access to that information. This structure, having a Closed System, is designed to give CBP a tool that they can use immediately, in compliance with legal regulations.

Q: Do all solutions on the AGMA One Device have to be in a Closed System?

A: No. The device is set up so that authentication solutions that contact the brand owner (not a third party) are identified as operating in an “Open System.” This alerts CBP that the information will be exposed to a brand owner before they initiate the authentication, so that they can be sure to comply with legal regulations such as the seven-day rule.

Looking Ahead

Q: Will the AGMA One Device expand beyond U.S. ports?

A: That's the direction of the program, starting with CBP in the U.S., with the intent to bring other Customs administrations onto the platform over time.

Q: How can brands get more information about the AGMA One Device?

A: Brands should reach out to True Pedigree (info@truepedigree.com), as True Pedigree is the technology partner responsible for building and integrating solutions on the platform.

Additional Resources

AGMA One Device: <https://agmaglobal.org/page/OneDevice>

AGMA Member Benefits: <https://agmaglobal.org/page/Memberbenefits>

AGMA Global Overview: <https://agmaglobal.org/page/About>