OxiAi an Oxi Group company

Every product can open a personal conversation.

Turn packs, shelves, samples and adverts into conversations that consumers start, restore confidence in what they buy, and set a new standard for packaging.

01 Scan · 02 Ask · 03 Watch · 04 Verify · 05 Call · 06 WhatsApp



Scan to try it · oxiai.africa/products.html

Built on the AIS™ Framework Entry Gateway

01 / THE SHIFT

Brands have always talked at people. Now people can talk back.

Consumers learn about products from billboards, television, radio, social media and store staff. The message is the same for everyone, and it flows one way.

When a real question comes up, at the shelf, at home, or when the box has no instructions, the person searches online, asks a friend, or guesses. And in an age of fake products, many are no longer sure what they are holding.

OxiAi lets the person holding the product open the conversation.

TODAY

The brand broadcasts

- Adverts tell everyone the same thing
- Questions go to search, reviews and friends
- Packs carry a few lines of small print, or none
- Fakes look the same on the shelf

WITH OXIAI

The consumer starts the conversation

- **Scan** the code on the pack, shelf, sample or advert
- The brand's agent **already knows** the product, batch and place
- It **explains, shows, verifies** and hands over to a person
- **Call or WhatsApp**, and the brand keeps one thread

Setting a new standard for packaging.

A pack should not only hold the product. It should speak for it, prove it, and listen.

For a hundred years a pack has carried a name, a picture and some small print. The OxiAi standard adds a living layer to every unit a maker produces, so the pack becomes the brand's most trusted channel: in every hand, in every home, on every shelf.

Scan to talk · OxiAi

One mark on the pack: it can prove it is genuine, and its maker is listening.

01 **Every unit has its own identity**

A unique code per pack, tin, bottle or box, linked to batch, plant, date and distributor.

02 **Every pack can be verified**

Anyone can check, in seconds, that the item in their hand is genuine.

03 **Every pack speaks**

The brand's own agent explains, shows and answers, in Nigerian and Ghanaian languages.

04 **Every shelf connects**

Shelf codes give instant access to every product, with live prices from the store.

05 **Every scan is accountable**

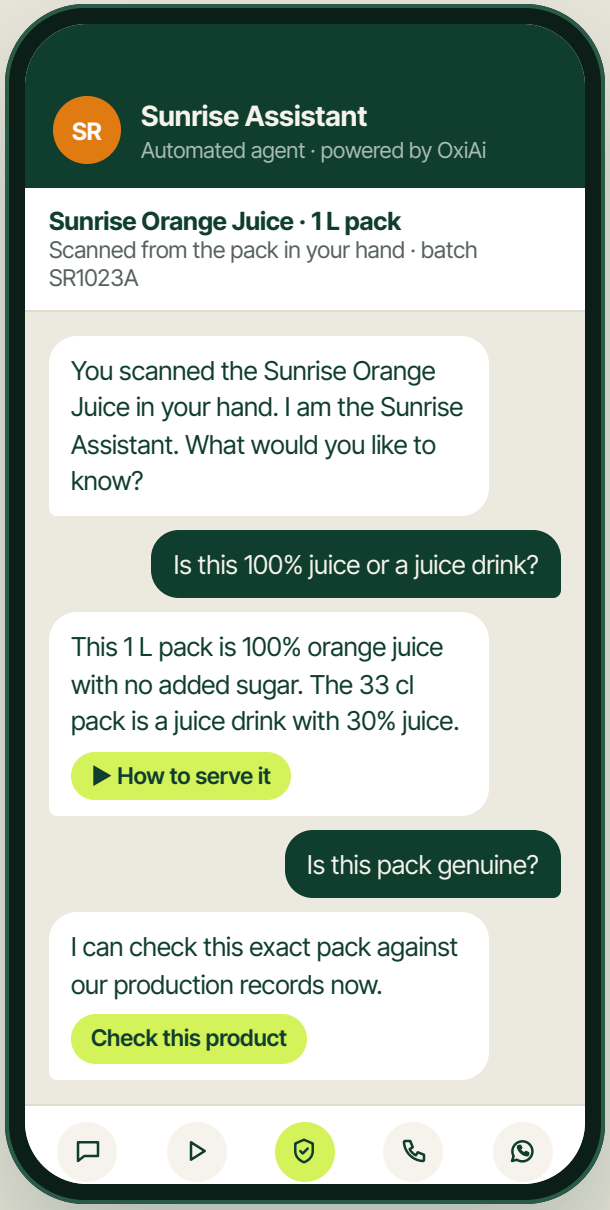
Makers see confirmed points of sale and real questions; personal data stays in the country.

Give consumers a direct line to the brand.

Questions arise at the moment of discovery, purchase or use. A consumer-products agent from OxiAi is there at that moment: a direct, brand-governed conversation that begins only when the consumer chooses to scan.

They ask in their own words, while the product is still in their hand:

- “Which one is right for me?”
- “Is this 100% juice, and how much sugar is in it?”
- “What is the difference between these two?”
- “Why does this one feel different from my last one?”
- “Is this one real?”



What a consumer can do once they scan.

01 · SCAN

No app, no sign-up

The phone camera opens the brand's agent with the product, batch and place already known.

02 · ASK

Questions in their own words

Usage, ingredients, comparisons, routines, storage, where to buy, in the language they choose.

03 · WATCH

Videos and instructions

How-to videos, manuals and recipe cards, even when the box arrived with no instructions inside.

04 · VERIFY

Genuine, or a warning

Each unit's code is checked against the maker's own records. Copied codes are caught.

05 · CALL

Talk to the company

A voice agent that speaks as the brand, and hands over to a person for safety, health or complaints.

06 · WHATSAPP

Carry on where they live

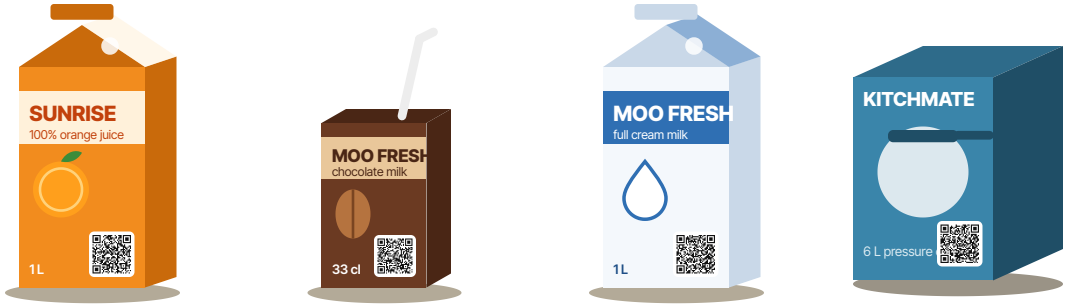
The conversation moves to WhatsApp with its context: documents, videos, warranty, opt-in offers.

Every pack becomes a doorway to the brand.

Brands already place millions of products in people's kitchens, bathrooms, bags and homes. A code on the pack turns that reach into an optional, personal service.

- **A juice pack** explains 100% juice versus juice drink, sugar and storage.
- **A chocolate milk pack** answers allergy questions and hands over to a person.
- **A milk pack** shows where the milk comes from and how to keep it.
- **A cooker box with no manual** opens the full manual and a first-use video.
- **A free sample** starts discovery, and the right size to buy next.
- **A shop display** helps compare options before buying.

Packaging has limited space. A consumer's questions do not.



Scan the shelf. Pick a product. Talk to its maker.

One code on each shelf edge gives shoppers instant access to every product on that shelf, with price, row and stock, and one tap into each brand's own agent.

- **For shoppers:** no need to scan each pack. Ask, watch, verify, call or WhatsApp from the shelf list.
- **For stores:** a new way to show prices. Set prices and stock once and shoppers see them at once. Send makers what shoppers asked, out-of-stocks and damaged packs.
- **For makers:** confirmation of where sales take place, store by store, at the shelf price charged, and how shoppers engage with each product.



“Is this real?” should have an answer, in seconds.

Fake and diverted products cost lives, livelihoods and brand trust. Shoppers have learned to doubt what they buy. OxiAi gives every unit its own identity so the person holding it can check it, and the maker can see where copies appear.

- **Every unit has its own code,** linked at the factory to batch, date, plant and distributor.
- **The buyer checks it** and gets a plain answer: genuine, or a clear warning not to use it.
- **Copies become visible.** Reports arrive with photo and location; the brand can pass evidence to the regulator.

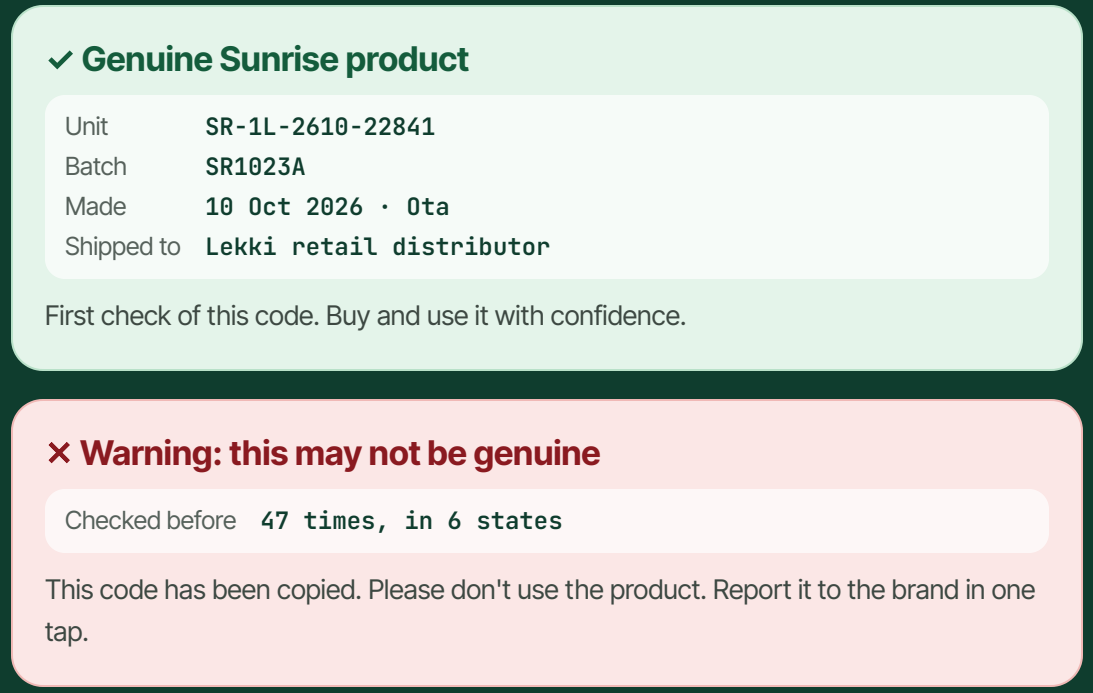


Illustration with a made-up brand.

One agent. Many doors. Each knows where you came in.

The agent does not need rebuilding for every product, variant or campaign. Each code carries its starting context, so instead of “How can I help?”, the conversation begins with what brought the person there.

`PACK` a product or variant
`LAUNCH` a new product
`SAMPLE` a tester
`SHELF` every product on a shelf
`DISPLAY` a retail stand
`ADVERT` a billboard or post
`STORE` a retailer or location
`EVENT` an activation
`BOX` an appliance

Knowledge, behaviour and guidance are managed centrally, so the brand stays consistent wherever the consumer meets it.

Scanned from the pack
“You scanned the pack in your hand.”

Scanned from a store shelf
“Every product on this shelf is here.”

Scanned from a billboard
“Thanks for stopping to look.”

Scanned from a free sample
“Thanks for trying the sample.”

One governed agent. Many ways to reach it.

Every Nigerian and Ghanaian speaks their own way.

Consumer brands serve many markets, cultures and languages. The conversation should never get harder because someone prefers to speak differently.

The same agent speaks Nigerian and Ghanaian languages, keeping one approved knowledge base and one brand voice in each:

Nigeria English, Pidgin, Hausa, Yorùbá, Igbo, Fulfulde, Kanuri, Ibibio, Efik, Tiv, Ijaw, Edo, Urhobo, Nupe
Ghana English, Twi, Fante, Ga, Ewe, Dagbani, Nzema, Hausa
More French and other languages added for each market

Built for Africa from the inside: WhatsApp first, and designed for unreliable power and networks.

PIDGIN

Welcome! Na Sunrise Assistant be dis. Wetin you wan know?

YORÙBÁ

Ẹ káàbọ̀! Kí ni ẹ fẹ́ mọ̀?

HAUSA

Barka da zuwa! Me kake so ka sani?

IGBO

Nnọọ! Gịnị ka ị chọrọ ịmata?

TWI

Akwaaba! Dɛn na wopɛ sɛ wuhu?

The pack stays printed. The conversation keeps evolving.

Packaging stays in the market long after a launch or promotion has changed. The experience behind a printed code does not have to stay frozen. It can be updated, scheduled, paused, redirected or retired.

A product launched today might start with education and discovery; later the same code supports usage guidance, routine ideas, feedback or a seasonal promotion.

CONNECT PRODUCTS TO THE MOMENTS AROUND THEM

- **Launches** open a launch conversation.
- **Festive seasons** bring recipes, gifting and offers.
- **Retail activations** respond to that store and that day.
- **Creator campaigns and pop-ups** carry their own context.
- **Sampling drives** start from the product being tried.

No separate chatbot for every campaign. One governed agent responds within each context.

Turn real questions into useful signals.

For the first time, makers get confirmation of where sales take place: shop by shop, at the shelf price charged, confirmed at the till or by the shopper's verify in the shop.

Consumer-started conversations add what analytics cannot: the questions, interests and concerns people choose to raise with the brand.

OxiAi sorts what consumers and stores share into clear themes, so teams see where people get stuck, what stores are asking for, and where fakes appear.

SUNRISE ORANGE JUICE · BRAND VIEW · ILLUSTRATION

Scans	Confirmed sales	Genuine checks	Copied-code alerts
12,480	4,318	9,112	214

Where it sells (confirmed)	Scans	Sales	Shelf price
Oja Fresh, Lekki · Shelf 4B	1,204	388	₦2,300
Mile 12 market, stall C14	962	517	₦2,150
Wuse market, Abuja	741	296	₦2,400



Fully GDPR compliant. Stored in Nigeria. Never taken out.

OxiAi is fully compliant with the EU General Data Protection Regulation (GDPR) and built to Nigeria's Data Protection Act 2023.

Data for Nigerian consumers is stored in Nigeria. Wherever we localise an agent, personal data stays in that country. It is never taken out.

GDPR | NDPA 2023 | In-country storage

Stored in the country

Nigerian data on servers in Nigeria; each localised agent keeps its personal data in its own country.

The consumer chooses

Nothing starts until they scan. They see a privacy notice first, and promotions need their opt-in.

Their data, their rights

People can ask to see, correct or delete what they shared. Brands see themes and counts, and personal details only when the person asks for follow-up.

The brand's voice, with the brand's rules.

Says what it is

Speaks as the brand's assistant, never as a named person.

Hands over, never guesses

Outside its approved knowledge, it passes to the right team.

Never commits the business

No refunds or compensation without a person's approval.

Safety first

Health or safety concerns go straight to a person.

HOW WE WORK

- **Listen.** Your products, your consumers' questions, your fakes problem.
- **Reflect it back.** What we heard, before we propose anything.
- **Recommend.** Where an agent fits, and where it does not.
- **Start small.** One product line, a pilot code you can scan within weeks.





OxiAi builds consumer-product agents on the AIS™ Framework's Entry Gateway, developed and governed by Matican Group LLC, with clear responsibilities, records and human oversight. OxiAcademy courses lead to AIS™ certification.

FROM MASS REACH TO CONSUMER-STARTED CONVERSATION

Every product represents the brand. Now every product can start a conversation with it.

Start with one product line. A free first conversation, and a pilot agent you can scan within weeks.

oxiai.africa · Start a conversation at oxiai.africa/#contact

Scan to try the demo

OxiAi is a trade name of Oxi Global Limited, an Oxi Group company. Development in partnership with Syttec.

This brochure is for information only. It describes OxiAi's consumer-products service and the AIS™ Framework it is built on, may change as the service evolves, and does not create contractual rights, service guarantees or commitments. Brands, products, figures and conversations shown are illustrations. Each implementation is tailored to the client's requirements, including its privacy, governance and compliance obligations. AIS™ is a trademark of Matican Group LLC.