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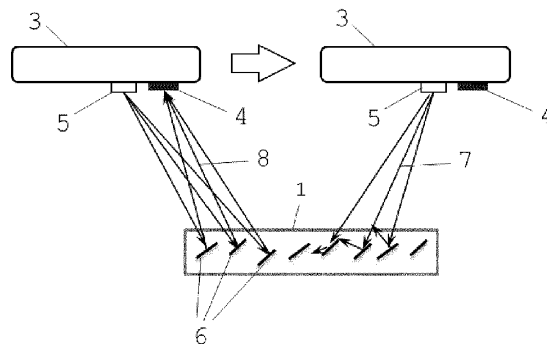


Fig. 1

(57) Abstract: The invention relates to a method of authenticating a magnetically induced mark applied on a substrate including magnetically oriented partially reflective platelet-shaped magnetic or magnetizable pigment particles, with a portable device equipped with a light source operable to deliver visible light, an imager, a processor and a memory, the method comprising calculating, with the processor, a corresponding average intensity I of the light reflected by the partially reflective platelet-shaped magnetic or magnetizable pigment particles and collected by the imager at corresponding viewing angle θ , storing the calculated average intensities of the reflected light and corresponding viewing angles to obtain a reflected light intensity curve $I(\theta)$, comparing the stored reflected light intensity curve $I(\theta)$ with a stored reference reflected light intensity curve $I_{ref}(\theta)$ for said magnetically induced mark, and determining whether the magnetically induced mark is genuine based on a result of the comparison.

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