

Rondo: Cryptoglyph protects products, producers and consumers

Counterfeit products are a widespread problem. Particular targets for counterfeiting are products which promise high revenue – for example medicines, perfumes or branded items. Although the figures are alarmingly high, they reflect only part of the truth. The reason: only a few counterfeit products are detected; an enormous amount remains undetected.

As a result of cooperation with the AlpVision company, Rondo offers an effective tool which enables counterfeit products to be identified simply and unambiguously. This security tool, known as Cryptoglyph, has been developed by AlpVision. It is a unique, trailblazing technology which enables products and their packaging – e.g. cartons or blisters – to be identified. Cryptoglyph also allows the distribution channel to be tracked. To identify the products, an invisible mark is applied to the packs in a single process. Cryptoglyph enables counterfeit products to be detected discreetly; the distributor code can be tested and the country code can be verified.

How Cryptoglyph works

A Cryptoglyph consists of thousands of tiny dots, which together securely represent the data. The dots are arranged in such a way that they are not visible to the naked eye. A standard scanner and appropriate software can be used to check whether the items are authentic.

Another practical advantage: the data contained in the code can be printed.

Simple to use

Cryptoglyph technology is designed so that seamless integration in standard software programs is possible (e.g. Adobe Illustrator, FreeHand or Corel Draw). Subsequent use for producing off-set plates or cylindrical packaging is therefore possible. High efficiency and productivity are guaranteed, as among other things the workflow does not have to be modified.

The greatest possible security

AlpVision Cryptoglyph guarantees a uniquely high standard of security: coding uses a secret key of at least 128 bits, which cannot be "hacked" using current computer technology. The Cryptoglyph user alone is able to decrypt his individually generated code.

The lowest-cost solution on the market

There is one more appealing reason for using Cryptoglyph: the security tool developed by AlpVision and implemented by



Cryptoglyph protects your primary and secondary packaging.

Rondo is currently the lowest-cost solution to product counterfeiting. No expensive machinery, special inks or other investment is needed to protect products. An off-the-shelf scanner or a suitable software program is all that is needed to generate the security code. This means that AlpVision Cryptoglyph guarantees the greatest possible security at the lowest-possible investment cost.

Cryptoglyph is extremely simple to use:



Step 1:
Add the AlpVision bit pattern to your graphic, using your own graphics software.

Step 2:
Print your packaging as usual.

Step 3:
Check your security packaging using a standard digital scanner.

Step 4:
Run the Cryptoglyph recording software (detector software/ display software).