

Barcelona return for PISEC

PISEC, which is now in its seventh year, returns to Barcelona this Autumn. This important industry conference takes place at The Hilton Hotel on the Avenue Diagonal during the 3rd and 4th of October.

The event program features technical papers from Brand Owners such as Nike and Novartis and security providers Carratu and Experian. With new technology featuring new innovative track and trace systems and printed security electronics as well as the latest developments in security inks and holograms the speakers will provide

delegates with valuable technology transfer opportunities.

Sponsors of PISEC include, Paxar, JDSU, FMNT and Counterfight. A number of exhibitors have also confirmed their participation and visitors to the show will be able to view exhibits from Counterfight, Paxar, Fracturecode, Ultradots, JDSU, Luminescence, FNMT, Securikett, ITI Techmedia and Product & Image Security¹.

The PISEC Industry Awards evening will be held on October 3rd and details about how to register for the awards can be found on www.pisec-world.com

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¹These details were correct mid-August and several other exhibitors who were planning to participate but had not confirmed their booths are not included.

Pharma Secure Chain (PSC 2006)

The pharmaceutical industry is experiencing an unprecedented growth in the threat of counterfeit drugs entering the legitimate supply chain. Patient's lives are at risk and companies are losing billions of dollars in sales due to fake drugs flooding onto the market.

The FDA has just published their updated anti-counterfeiting guidelines and announced they will fully implement the Prescription Drug Marketing Act from December 2006.

Will only drug distributors be responsible to provide documented proof of the 'chain of custody' - or manufacturers too?

Figures published by 'The Centre of Medicines in the Public Interest' indicate a 13% per annum increase in counterfeit drugs over the next four years.

Driven by these and other international regulatory initiatives, Pharma Secure Chain is

implementing anti-counterfeiting strategies, assessing security packaging, tracking technologies and consulting regulators to combat this fraud during its upcoming conference in London (November 13th - 16th).

Running alongside the conference is a Master Class Workshop. Subjects included in the workshop are 'An Introduction to RFID Technology and Applications' and 'Business Strategies and Technologies for Combating Counterfeiting and Piracy in the Pharmaceutical market'.

To discuss best practice corporate security measures, investigations, traceability technology, IP protection and supply chain security visit www.iqpc.co.uk

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Click trick

Camera Phone can identify counterfeit products

AlpVision, a leading solution provider for brand protection and security printing recently disclosed a new product and demonstrated it live at Creative Packaging in Paris. With AlpVision a simple click on a camera phone can distinguish genuine brand products from fakes.

With packaging secured with AlpVision's patented Cryptoglyph covert security solution, a picture taken with a mobile camera phone can identify products as genuine - or not.

The picture is sent via the mobile network to a security server and analysed to detect the presence of the covert Cryptoglyph. It is impossible to replicate the Cryptoglyph, says the Company.



Picture phone enabled product authentication via SMS is available from AlpVision

The server can be managed by the brand owner or by a trusted third party. If detected, the embedded, ciphered information is decoded instantly identifying the batch or serial number of the product as well as other information contained in the security database. The solution also provides instant detection of possible grey market activity.

An SMS message is sent automatically back to the camera phone confirming the product as genuine or fake as well as indicating possible fraudulent re-importation.

First developed to help field controllers performing off the shelf inspection of pharmaceutical and cosmetics products, the solution may be extended and given to end-consumers either for buying on the street or over the Internet.

Cryptoglyph is the only covert (invisible) brand protection solution using standard visible ink and standard packaging production lines. Millions of products and documents are already successfully protected by AlpVision.

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