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**for immediate release**

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## **Covert security at zero production cost: another AlpVision premiere at the sixth annual Pharma Packaging and Labelling event.**

**During the Pharma Packaging and Labelling event (March 26-27, Amsterdam), AlpVision demonstrates for the first time in public its best performing covert security feature. What is more, it is produced at zero production cost! This new solution incorporates a marked improvement over AlpVision's already widely deployed Cryptoglyph covert feature in being applied to the transparent varnish layer of the packaging or of the labelling.**

AlpVision, the leading supplier of digital imaging solutions for brand protection and document security, already protecting over a billion branded products worldwide, has transformed desire into reality: the application of a feature providing a very high level of covert security for packaging and labelling at zero production cost. No special ink, no taggants, no extra security features: just a pattern of micro holes invisible to the naked eye, generated in the varnish layer within standard printing processes (rotogravure, flexography, offset). The covert security feature is produced without any change in the production process and without alteration of the production speed. The topping on the cake is that the process even saves a small percentage of the varnish ink compared to the printing of the same packaging or labelling without the covert protection.

The detection of the covert marking is performed by an ordinary office scanner or a PDA camera phone. The latter can also detect the presence or absence of the invisible marking when loaded with standalone software. The capture of just part of the packaging is enough to produce a "genuine-or-fake" verdict literally in hand in a few seconds. This security check can be performed anywhere as it does not require a fixed data network connection. The image can also be further analysed to identify the SKU attached to a genuine product and thereby uncover a possible grey market diversion.

AlpVision covert security solutions for packaging, labelling and value documents are real breakthroughs compared to traditional security features. Through use of only consumer electronic devices for product authentication, the AlpVision anti-counterfeiting solutions can be made available to end-consumers, if such demand arises.

AlpVision supplies licenses for the complete range of tools necessary for management of a global policy to combat counterfeiting and identify grey markets. These solutions are managed directly by the branded product manufacturer. They meet the requirements of the US health authorities with respect to pharmaceutical products (FDA 21 CFR part 11 ERES and FDA Revitalization Act S.1082).

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