

COMPANY AND MARKET ROUND-UP

New Members for IAA

The International Authentication Association (IAA) has been joined by three new members.

First is Swiss-based Richemont International, one of the world's largest luxury goods groups. Its brands include Cartier, Van Cleef & Arpels, Piaget, Vacheron Constantin, Jaeger-LeCoultre, IWC, Panerai and Montblanc, and it is also a significant shareholder in British American Tobacco.

Second is BP Labels – a UK-based supplier of labels for the pharmaceutical, electronics, toiletries and cosmetics industries which has recently established a specialist security division (see AN Vol 14, No 1).

And third is Ingenia Technology, developers of the proprietary *Laser Authentication System (LSA™)*, which analyses the surface of items such as documents, cards, packaging, and creates a digital serial code from the unique characteristics of the item.

Membership of the IAA, which was established in January 2007 with 14 founder members, now stands at 22.

The IAA has also announced that it will be holding an exclusive exhibition of members' authentication solutions at Johnson & Johnson's annual conference for its packaging specialists from around the world. The event, which takes place on May 13, will be held in New Brunswick, New Jersey, home of J&J's global headquarters.

www.intlaa.org

2 All in DSSI v ECB

The Dutch court's ruling in favour of Document Security Systems Inc in its patent infringement suit against the European Central Bank has levelled the score. Germany earlier also ruled in DSSI's favour, while the courts in the UK and France ruled against.

The case is being played out in nine different European jurisdictions. Patrick

latest decision as a major victory. However, it came just days after the chairman of the DSSI Board advised shareholders that, due to the time and costs incurred in pursuing its case, the management board is reviewing the advisability of continuing its actions in each of the countries.

The company will not be taking further action in the UK, where it had appealed against the original ruling invalidating its patent. This ruling was upheld on the grounds that the optical anti-scanning technology had been amended so much that, by the time the protection was granted, it was substantially different from the invention for which patent was originally sought.

DSSI will, however, be continuing its case in Germany – where the ECB has appealed against the ruling.
www.documentsecurity.com

InkSure Teams with George Schmitt

InkSure Technologies Inc has entered into a Preferred Converter Agreement with label converter George Schmitt and Company, whereby Inksure will develop a custom *SmartInk™* code specifically for George Schmitt's customers. SmartInk incorporates a covert, machine-readable signature in inks and varnishes that can be authenticated in the field in less than two seconds with InkSure's *SignaSure™* or *PocketSure™* hand held readers.

George Schmitt is a major integrator of RFID as well as other security labels. The agreement with InkSure gives it the ability to offer its customers labels encoded either with their own unique

SmartInk code, or with its generic code at a special price.

www.inksure.com; www.georgeschmitt.com

2007 Proves Signal Year for AlpVision

AlpVision, supplier of authentication solutions based on image manipulation, has announced a fourth consecutive year of growth, with a strong increase in turnover and profit for 2007.

Sales increased by 42% compared with 2006 (the company does not divulge the actual figures). Operating profit (EBIT) grew by 83% to CHF 2.3m (US\$2.2m).

According to the company, which was founded in 2001, these results come from the worldwide deployment of solutions for the protection of more than a billion pharmaceutical and mass market consumer products.

The company's technology includes *Cryptoglyph®* – covert digital encrypted marks that are embedded into paper or packaging using standard inks and print processes, and *Fingerprint™*, which generates digital codes from the unique surface characteristics of the products that are being protected. These marks can be read by standard electronic equipment such as scanners, digital cameras or phones, and authenticated via a server-based on-line authentication system.

According to the company, 2007 proved to be a signal year for the acceptance of its solutions by leaders in the pharmaceutical and mass market consumer products industries, which count among the 100 largest companies in the world. The company describes the outlook for 2008, meanwhile, as 'excellent'.

www.alpvision.com

4TH Global Forum on
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