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FOR IMMEDIATE RELEASE: Key words: brand protection, anti-counterfeiting, uncover market diversion, solid parts, moulded parts, mechanical component, electromechanical component.

Standard image capture devices serve to read and authenticate component tracking information, including production date and destination market, without modification of the part or addition of any special marking. Another first from AlpVision, to be showcased at the European Automotive Components Expo 08 in Stuttgart (booth No 4000).

Founded in 2001 and headquartered in Vevey - Switzerland, AlpVision is solely focussed on the supply of turnkey security and brand protection solutions which are based on digital analysis of images and the detection of signals that have a very low signal to noise ratio. For durable goods, such as watches, jewellery, mechanical parts or electromechanical components, AlpVision offers read-only solutions which cannot be falsified. These solutions, sold under the name of Fingerprint™, enable identification of originals through image capture of the object in normal light, followed by analysis of the result in comparison with the manufacturer's product database.

AlpVision also protects packaging and printed documents against counterfeiting using its patented Cryptoglyph technology which is already applied to over a billion units produced by multinational companies worldwide. The detection instruments for both packaging and solid objects are simply office scanners or digital cameras, including mobile phones, available on the consumer electronics market.

At the European Automotive Components Expo 08 in Stuttgart – Germany, May 6-8, stand 4000, AlpVision showcases the detection of genuine or fake automotive parts, such as spark plugs and oil filters, using a standard USB microscope such as used in the industry for automated visual quality control.

At a micro level, every solid part and component is different, although with the naked eye they may look identical. Two original parts or components from the same manufacturer are bound to contain micro differences that mark them just as naturally as if they were human fingerprints. Natural micro differences are always unique and cannot be reproduced.

AlpVision markets a patented software solution which uses these micro differences to authenticate genuine products from fake ones and to uncover market diversion instantly.

Through use of off-the-shelf office scanners or video cameras in the factory, the AlpVision solution provides the means to record an image of each and every solid part and component. The images are saved in a database along with other data, such as serial numbers (if available), date of production, manufacturing location, etc.

The AlpVision identification software determines immediately whether the pictures of the components correspond to the saved images (if yes, then they are genuine) and whether components found to be genuine bear the correct serial number (if not, the component has been market diverted). The solution works both online and offline. With the latter, a single point of contact is provided worldwide through Internet/Intranet connection for the entire supply chain and even the end consumer.

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Attached image caption: authentication of an oil filter using a standard USB microscope.

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