

INDUSTRY NEWS

New Applications for Covert Security from AlpVision

AlpVision, developer of covert coding and authentication solutions based on image manipulation, has launched two new processes for applying its digital recognition technology.

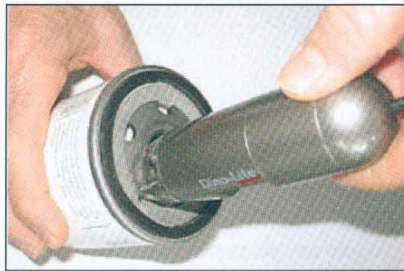
The first is what it terms covert security at zero production cost for pharmaceutical packaging. The technology – *Cryptoglyph*® – applies digitally encrypted marks (or glyphs) to paper or packaging. These are decoded by scanners or camera phones that, together with AlpVision's proprietary software suite, enable yes/no validation in a matter of seconds if deployed in stand-alone mode, as well as more detailed product information if linked to the company's server-based authentication platform. Unlike other 'hidden' images, the glyphs are camouflaged within the substrate and do not need to be masked within or behind existing print.

In this latest development, the glyphs can be applied to the transparent varnish layer of pharmaceutical packs or labels via standard printing

processes (rotogravure, flexography, offset) and appears a pattern of micro holes that is invisible to the naked eye. The incorporation of the marks requires no alteration to the production process, nor reduction to its speed.

Fingerprinting Car Parts

AlpVision has also showcased its *Fingerprint*™ technology for the automotive industry. According to the



Authentication of an oil filter using a standard USB microscope

company, at the micro level every solid part or component – such as spark plugs and oil filters – is different, even if they look identical to the naked eye.

AlpVision's technology uses these micro-differences, in effect each product's fingerprint, to authenticate genuine products and to uncover diversion.

Using off-the-shelf scanners or video cameras in the factory, images of each component can be captured and recorded on a database along with product information such as serial number, date of production, manufacturing location etc. The parts can be subsequently 'read' with a standard USB microscope and, using AlpVision's identification software, the image compared with that in the database, which works both off- and on-line, to check if the images match and/or if the product is where it is supposed to be.

In addition to automotive components, the Fingerprint technique is also suited to watches, jewellery, mechanical parts and electromechanical components.

Contact: www.alpvision.com

Partner for E-Pedigree... cont'd

standards set forth by Catalent for our system, we soon realized that the additional time and cost required to build our patent pending system has allowed us to create a unit that far exceeds the barcode printing capabilities that presently exist within the industry.'

SSI's patented system can accept all 1-D and 2-D symbologies such as RSS or datamatrix. It combines technologies to print, scan, grade, verify, compile and transfer serialized data and can be integrated seamlessly into manufacturers' production lines. It also establishes a confidential, hashed database of a product's packaging and shipment history, creating a practical electronic pedigree for every individual pharmaceutical unit.

A special feature of the system is its ability to use any print technology

(thermal, inkjet or laser engraving) to serialize unit packs at production speed, then maintain aggregation between these packs, cartons and pallets. All the data can be linked to ERP (Enterprise Resource Planning) software, thus producing efficiencies and cost savings by streamlining ordering, warehousing, invoicing and payment functions. SSI also creates and manages the secure, centralised database of the manufacturer's critical data at the start of the e-pedigree chain.

Biopharmaceutical company Biogen Idec will be one of the first clients to make use of the Catalent/SSI technology, to comply with California's pending e-pedigree law. This legislation requires all prescription drugs sold in the state to have a unique serial identifier that can be read electronically and is fully interoperable with the whole supply chain. Traceability must extend from a

drug's origin at the manufacturer all the way down to the pharmacy, with updating of the record or pedigree whenever there is a change of ownership. It was originally due to be implemented in January 2009, but has now been deferred until 2011.

According to Catalent, it is the only contract packaging company to have conducted an end-to-end pilot of RFID 'from the factory floor to the pharmacy', as well as a plant-focused pilot of serialised barcodes. The packaging for Biogen's drugs will use serialized 2-D barcode technology from its Philadelphia facility.

A number of companies, including IBM (partnered with Tagsys), Nosco, Systech and SupplyScape, are offering RFID-based systems that adhere to California's e-pedigree legislation.

Contacts: www.securesymbology.com;
www.catalent.com