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**FOR IMMEDIATE RELEASE:**

Key words: anti-counterfeiting, leather objects, luxury goods, grey market identification, track & trace, individual serialization

**Leather objects protected against counterfeiting and market diversion without any additional marking: another premiere of AlpVision.**

Continuing to deliver on-demand brand protection solutions for major branded product manufacturers, AlpVision has applied its Fingerprint™ solution to leather objects to the full satisfaction of its customers. Fingerprint is a Read-Only solution which simply relies on the object "as is". It cannot therefore be replicated; it is usable in normal light conditions and with standard consumer electronics image capture devices for the identification process.

First developed to protect metallic and plastic parts for industries producing Swiss watches, domestic electrical appliances and automotive parts, the Fingerprint™ patented technology has proven its impressive efficiency in authenticating genuine leather parts from fake ones.

Based on substantial know-how built up while developing digital technologies to protect packaging and printed documents, AlpVision has patented a process that uses a standard scanner and normal light to capture an image of an object needing identification. This image is stored in a secured server for later comparison when needed. The server contains the digital prints of genuine objects. Sophisticated mathematical algorithms allow comparison of the image of an object with millions of stored reference images in a matter of seconds. The return verdict: genuine or fake.

Authentication is completed remotely via standard image capture devices connected to Internet or Mobile networks, avoiding the time delay and the cost of sending a suspicious object back to the brand owner for examination by experts.

Because the process identifies each object as a unique item, it can be used as a mass serialization feature, without any other identification, such as a visible serial number. This provides manufacturing and additional supply chain information which can bring to light possible grey market activity.

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Attached image caption:

A magnified image of a specific part of a leather handbag, showing the microscopic patterns which are enough to identify this bag over its entire life using the AlpVision Fingerprint™ patented digital imaging solution.

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