



ALPVISION SA

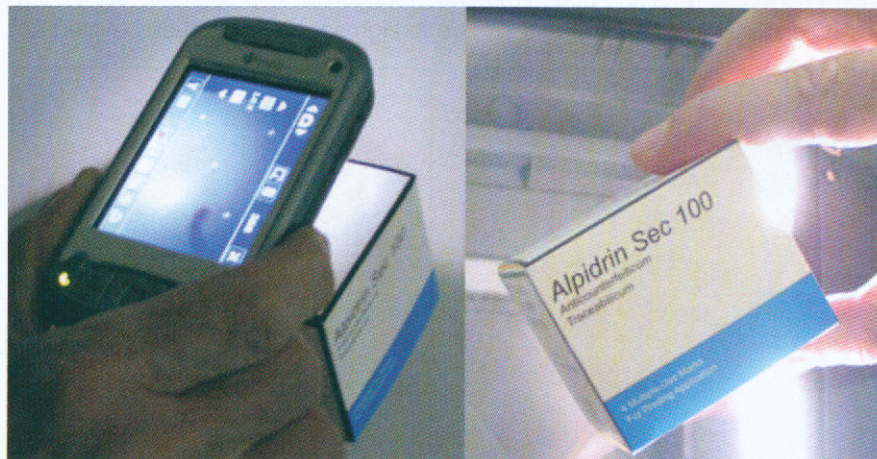
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COVERT SECURITY TO COMBAT COUNTERFEITERS AND DIVERTERS AT ZERO PRODUCTION COST

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: providing a very high level of covert security for pharmaceutical primary and secondary packaging or labeling at zero production cost.

No special ink, no taggant, no extra security features: just an impossible to duplicate pattern of micro holes invisible to the naked eye, generated in the varnish layer within standard printing processes (rotogravure, flexography, offset). The patented covert security feature, commercialized under the name of Cryptoglyph®, is produced without any changes in the production process and without alteration of the production speed. Additionally, the process even saves a small percentage of the varnish ink compared to the printing of the same packaging or labeling without the covert protection.

Authenticity of genuine packaging and labeling for suspected counterfeits



Remote authentication of AlpVision protected packaging using a standard camera phone or an ordinary office scanner.

can easily be verified online using 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. Even though the security feature is spread all over the packaging or the labeling, the capture of just a small part is enough to produce a "genuine-or-fake" verdict literally in hand in a few seconds. The image can also be further analyzed to identify the production batch attached to a genuine product and thereby

uncover a possible market diversion. AlpVision supplies licenses for the complete range of tools necessary for management of a global policy to combat counterfeiting and to identify market diversions. These solutions are managed directly by the branded product manufacturer. The AlpVision turnkey anticounterfeiting solutions 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).

NOTES

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DIGITAL IMAGING SOLUTIONS FOR BRAND PROTECTION AND DOCUMENT SECURITY

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