

Stuttgart, Germany – EUROPEAN AUTOMOTIVE COMPONENTS EXPO 09 – STAND 3 - 4324, June, 2009

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

## **Detect automotive counterfeit parts with an ordinary office scanner.**

***AlpVision, a leader in developing covert solutions for protection against counterfeiting of branded products and value documents, launches a new solution at EUROPEAN AUTOMOTIVE COMPONENT EXPO 09 – Stuttgart - Germany (booth #3 - 4324): using an ordinary office scanner it is now possible to distinguish counterfeit automotive parts from authentic ones, without additional marking on the parts and with no incremental production costs.***

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 solid items, 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.

At a micro level, every solid item and component is different, although with the naked eye they may look identical. Two original items 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.

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 09 in Stuttgart – Germany, June 16-18, booth No 3-4324, AlpVision will showcase the detection of genuine or fake automotive parts, such as spark plugs, oil filters and electromechanical items, using a standard office scanner available in many branch offices and in others points of the supply chain.

For further information please contact:

Roland Meylan

Corporate Communications Manager

AlpVision SA, rue du Clos 12, 1800 Vevey, Switzerland

+4121 922 6124

[roland.meylan@alpvision.com](mailto:roland.meylan@alpvision.com)

[www.alpvision.com](http://www.alpvision.com)

Cryptoglyph and AlpVision are registered trademarks of AlpVision SA. Fingerprint and Krypsos are trademarks of AlpVision SA.