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

Detect moulded or stamped counterfeit parts with an ordinary office scanner or a simple digital camera.

AlpVision, a leader in developing covert solutions for protection against counterfeiting of branded products and value documents, launches a new solution at EUROMOLD 2009 – Frankfurt - Germany (booth #11.0 – E112): using an ordinary office scanner or an off-the-shelf digital camera it is now possible to distinguish counterfeit moulded 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 moulded items, such as plastic parts of circuit breakers, closures of jars, parts of electromechanical components, toys, etc., 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, all parts manufactured in the same mould or using the same stamping tool have the same "signature" as if they were biological clones. 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 moulded or stamped parts are simply office flatbed scanners or digital cameras, including mobile phones, available on the consumer electronics market.

At EUROMOLD 2009 in Frankfurt – Germany, Dec. 2-5, booth No 11.0 – E112, AlpVision will showcase the detection of genuine or fake moulded or stamped parts, such as circuit breakers, closures of food jars, and other moulded items using a standard office scanner available in many branch offices and in others points of the supply chain as well as using an off-the shelf USB camera, a portable device powered by a portable PC which allows "Genuine or Fake" verification in the field.

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