

## Newsletter

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## Headlines

**AlpVision extends its Varnish Cryptoglyph® solution to offset printing.**

**US Patent: AlpVision received the notice of allowance for Application 11/816,027 "Method to Apply an Invisible Mark on a Media".**

**AlpVision continues to increase its presence in North America.**

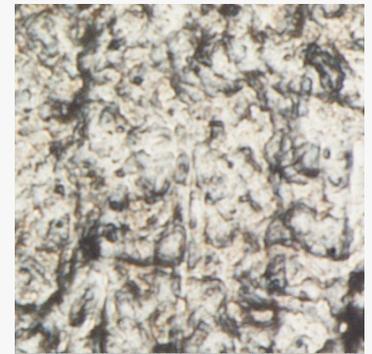
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### AlpVision extends its Varnish Cryptoglyph® solution to offset printing.

Continuing the deployment of the Cryptoglyph® solutions for major Fortune 2000 companies worldwide, AlpVision has extended the range of its invisible marking solutions to the varnish layer applied by offset printers. The invisible marking was originally applied by rotogravure or flexography processes; authentication using offset printed varnish offers the branded products manufacturers an interesting alternative.

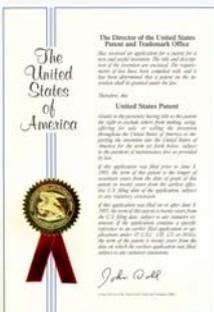
Offset printing is mainly used in the printing of high quality carton boxes; this new possibility enables the new Varnish Cryptoglyph® invisible security to be applied with a single offset printing line in one run.

Varnish Cryptoglyph® uses pseudo-random micro thickness variations of the varnish layer to invisibly mark the packaging. It is the only feature in the world which is both covert and detectable without proprietary device. Off-the-shelf office scanners are able to "sense" the micro thickness variations of the varnish layer and to detect the presence or the absence of the invisible marking.



Microscopic thickness variation of the normal varnish layer is used to generate the invisible marking (here magnified by 100).

### US Patent: AlpVision received the notice of allowance for Application 11/816,027 "Method to Apply an Invisible Mark on a Media".



The invention covered by the patent concerns a method for authentication and tracing of an industrially printed material, in large production volumes, in a manner that is invisible to the naked eye. A pattern of apparently random micro thickness variations of the surface are generated by any industrial printing technology. The micro thickness variations in varying sizes modify at least one optical characteristic of the printed material. This digital two dimensional pattern initialized by a key is detected later by a mathematical computation of a digital image of the printed material.

AlpVision's development team is justly proud to receive recognition of its exclusive technology, a valuable innovation contributing to increased brand protection.

### AlpVision continues to increase its presence in North America.

Building on its North American presence in Chicago, IL (Sears Tower) AlpVision will speak and exhibit at the **Anti-Counterfeiting for Pharma & Medical Devices** conference in Philadelphia, PA, USA ([www.anticounterfeitingpharma.com](http://www.anticounterfeitingpharma.com)), AlpVision will present a conference entitled "**Simple and Pragmatic On-Packaging and On-Dosage Counterfeit Protection for Pharma products**", June 1, 12:45. This will show how to uncover fake and fraudulent medicines through the use of an office scanner for instant authentication.

**Anti-Counterfeiting  
For Pharma &  
Medical Devices**

May 31<sup>st</sup> – June 2<sup>nd</sup>, 2011  
Philadelphia, PA, USA

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