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For immediate release

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Instant “Genuine-or-Fake” authentication of cigarette packets up to 15 detections per second.

Referring on statistics of customs seizures of counterfeited goods, tobacco products and especially cigarette packets are first in line. AlpVision, the world's leader in digital invisible technologies for product authentication and counterfeit protection will showcase on its stand #B52 at World Tobacco Expo 2011, Munich, November 8-10, its Cryptoglyph® invisible marking achieved by including invisible holes in the varnish layer. This marking does not modify in any way the printing process; it only requires a digital manipulation at the prepress level.

The resulting marking is totally invisible to the naked eye and impossible to counterfeit. Billions of cigarette packets are protected every year by the AlpVision's product authentication digital solution.

The “Genuine-or-Fake” verification is achieved using a standard office flatbed scanner. But when large number of verifications is required, AlpVision delivers its “Black Horn” detection means using off-the-shelf USB microscope and a “Genuine-or-Fake” verification software allowing up to 15 detections per second.

The authentication operation is intuitive; just pass the “Black Horn” over the box and the software beeps to indicate that authentication occurred. The speed and ease of this operation is similar to the reading of a barcode with a laser reader. In addition, the system also recovers the printer and batch information hidden in Cryptoglyph®.



Image attached (source AlpVision): caption
Take the box in one hand and the “Black Horn” detector in the other hand. Once in contact with the box, a beep indicates a successful authentication.

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