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**AlpVision world premiere: instant “on the fly” genuine-or-fake authentication of molded parts with an iPhone4 application.**

**AlpVision has made a big step forward in providing mobility for on the fly “Genuine or Fake” verification of molded parts with an iPhone4 mobile device. The application is suitable for many items, for example for fast-moving consumer goods containers for liquid, powder or tablets, which are present in millions of stores worldwide. Molded parts are heavily used in toys, footwear, home appliances, circuit breakers and many other products in industrial and consumer markets.**

Using AlpVision’s patented Fingerprint™ technology, a regular Apple iPhone4 equipped with the AlpVision “Genuine or Fake” detection application is sufficient to verify the authenticity of a molded part anywhere anytime. This anti-counterfeiting solution does not need any additional marking of the molded part and its use is very intuitive.

After selection of a product type, for example a 300 ml container, and a mold cavity number which is visible on the item, an overlaid shape appears on the iPhone4 screen. Then the user has only to position the iPhone4 to match the overlaid shape with the item to be verified. If the item is genuine, a beep sounds and a message appears on screen. A Genuine-or-Fake verification takes usually about 3 seconds, most of which is taken up by the time it takes to pick up the item and position the iPhone over it. This performance is achieved through the iPhone4 application working in real-time at a rate of 10 detections per second; similar to reading a barcode with a laser scanner.

This new breakthrough in authentication processes will allow branded products manufacturers to multiply the number of verifications made worldwide through provision of the iPhone4 application via online download.



Image (source AlpVision): caption  
Take the item in one hand and the “iPhone 4” in the other hand and match the yellow overlaid template with the item to be verified. Once the fit is verified a beep sounds and a displayed message indicates a successful authentication.

Small images underneath:

1. Bottom of the container that serves as “Fingerprint” authentication without additional marking.
2. Yellow overlaid template that appears on the iPhone4 screen.
3. Verdict message after a positive authentication obtained when matching the overlaid template with the item.

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