

Press Release
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AlpVision Launches iPhone 4 Instant Product Authentication of Varnish Cryptoglyph® Secured Packaging and Labeling

AlpVision announces the launch of an iPhone 4 instant product authentication application capable of detecting its Varnish Cryptoglyph® solution, an invisible marking embedded in the standard varnish coating applied to packaging and labeling. See a live demonstration at Interphex 2012, from May 1-3, 2012, at the Javits Center, in New York, NY.

Image (Source AlpVision)

Image Caption: Authenticating a Varnish Cryptoglyph® secured folding box using an iPhone 4

Vevey, Switzerland – April 5, 2012 – According to the World Customs Organization, the impact of the counterfeit goods traffic on the global economy is becoming greater every year. By the same token, Research2Guidance estimates that global smartphone users will number 970 million by the end of 2013. Mobile devices therefore appear to provide an ideal platform to perform easy and cost-effective product authentication and may become a powerful asset in the fight against product counterfeiting.

In response, AlpVision is launching an iPhone 4 instant product authentication application capable of detecting Varnish Cryptoglyph® secured packaging and labeling.

Varnish Cryptoglyph is a pseudo-random pattern of invisible micro-holes embedded in the standard varnish layer applied to folding carton, blister packs, and labels in the printing process. While there are numerous smartphone authentication technologies available today, AlpVision's iPhone 4 application is the only product authentication solution in the world capable of detecting a covert or invisible safety feature.

While still detectable using an ordinary office scanner, brand owners can now perform instant product authentication on any Varnish Cryptoglyph secured packaging using an iPhone 4-like device, therefore multiplying the number of verifications along the supply chain without changing the flow, speed or cost of production.

To see a live demonstration, please visit AlpVision at Interphex 2012, Stand No 1213, from May 1-3, 2012 at the Javits Center in New York, NY.

About AlpVision SA

AlpVision is the world's leader in digital invisible technologies for product authentication and counterfeit protection. Simple and industry-proven, AlpVision's cost-effective, high-security digital authentication solutions protect billions of branded products and packaging worldwide. Authentication is performed using a standard office scanner or iPhone 4.

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