Newsletter

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Headlines

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AlpVision to Showcase Mobile Authentication Solution at PACK EXPO 2012

AlpVision will exhibit at PACK EXPO International 2012 and showcase its iPhone application for instant product authentication and counterfeit protection. Unlike other mobile authentication solutions, AlpVision's iPhone authentication application is capable of detecting covert/invisible safety features. Working in real-time, it determines the authenticity of a package or product within seconds. Product-specific and user-friendly, the application works flawlessly with a variety of packaging materials (paper, board, plastic, and glass) and packaging types (flat and round surfaces). In addition to providing instant positive authentication, it also allows brand owners to connect with and market directly to experts in the field, supply chain agents, and consumers. See a live demonstration from October 28-31, 2012, at Stand No S-3060 in the Pharmaceutical Pavilion at the McCormick Place in Chicago, IL.

AlpVision iPhone App Now Authenticates Blister Packs

In response to industry needs, AlpVision has adapted its iPhone authentication application to blister packs with cavities as small as 5 mm in diameter and covered with dense artwork. Combined with a readily available and inexpensive macro lens (In the picture, the iPhone is equipped with an olloclip® macro lens.), AlpVision's authentication application works with an image magnified ten times, taken at a distance of approximately 12-15 mm. By capturing the finest structure nuances of the foil, AlpVision's authentication application allows brand owners, manufacturers and experts to verify the authenticity of blister packs in less than 3 seconds. This quick-connect, light-weight solution is ideally suited to perform fast and highly-reliable verifications at the manufacturing facility or in the field.

AlpVision Completes Successful Exhibition at Imaging Supplies Coalition Anti-Counterfeiting Conference in Las Vegas

AlpVision participated in the Imaging Supplies Coalition (ISC) 14th International Anti-Counterfeiting Conference held on August 19 through 21 in Las Vegas, NV. The conference was attended by approximately 75 industry specialists and coalition members, including Brother, Canon, Dell, Epson, HP, Lexmark, Toshiba, and Xerox. Speaking on "Digital Solutions for Imaging Supplies Protection," Mr. Quincy Mattingly, Regional Manager, introduced a covert, multilayer brand protection solution for packaging, toner, inkjet cartridges, and batteries detectable using a scanner or iPhone. He explained how brand owners could use their own consumables and existing printing equipment to protect their products against counterfeiting. Discussions made clear that protecting imaging supplies is a critical issue.

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