Press Release

FOR IMMEDIATE RELEASE

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Keywords: AlpVision, iPhone, instant product authentication, Cryptoglyph®, Fingerprint™, packaging, labeling, molded products, anti-counterfeiting, covert security, IP Protect Expo.

AlpVision to Exhibit and Present at IP Protect Expo 2013 in London

AlpVision is set to exhibit in Stand #11 at IP Protect Expo 2013 scheduled to take place February 5-6, 2013 at the Design Business Centre in Islington, London, UK. Speaking on February 6, Dr. Fred Jordan, Co-founder & CEO, will present on "Instant and Secure Brand Authentication Using a Smartphone."

Image (Source AlpVision)
Image Caption: Dr. Fred Jordan, Co-founder & CEO, AlpVision

Vevey, Switzerland (ALPVISION) January 16, 2013 – AlpVision will participate for a second year in IP Protect Expo, an annual networking space for the worldwide intellectual property and brand protection community.

Exhibiting in Stand #11, AlpVision will showcase its iPhone authentication application, capable of detecting Cryptoglyph® - a digital invisible marking that is applied to cartons, leaflets, labels, and blister packs using regular visible ink and standard printing processes, and Fingerprint™ - a breakthrough authentication solution that tracks and authenticates mass produced objects manufactured by molding (e.g. bottles and caps, electrical appliances, mechanical parts, imaging supplies, footwear, etc.).

Speaking on February 6, as part of a seminar on "The use of mobile apps in product authentication," Dr. Fred Jordan, Co-founder & CEO, will explain how brand owners, experts and consumers who own a smartphone can play an active role in the fight against counterfeiting. His presentation will survey existing and new smartphone-based authentication technologies and consider real-world applications on various packaging materials and packaging types using an iPhone.

IP Protect Expo is the definitive intellectual property and brand protection trade exhibition developed by the industry for the industry.

For more information and to see a live demonstration, please visit AlpVision at IP Protect Expo 2013, in Stand #11, on February 5-6, 2013, at the Design Business Centre, in Islington, London, UK.

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 across industries worldwide. Authentication is performed using a standard office scanner or iPhone. Other services include Quality Assessment devices, a server-based Web application, and staff training. More information is available at www.alpvision.com. Join us on LinkedIn and follow us on Twitter.

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