

Newsletter

August 5, 2013

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Headlines

AlpVision to Exhibit at 2013 IACC Annual Fall Conference

AlpVision's Mobile Authentication Application Now Authenticates Footwear

MobileIron: A Secure Alternative to Deploying AlpVision's Mobile Authentication Application

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AlpVision to Exhibit at 2013 IACC Annual Fall Conference

Based on the success of the Spring conference, AlpVision will exhibit again at the International AntiCounterfeiting Coalition (IACC) 2013 Fall Annual Conference to be held on October 16-18 at the Westin Kierland Resort & Spa in Scottsdale, Arizona, USA. The Fall edition will give AlpVision an opportunity to present its latest mobile authentication solution applicable to packaging, labeling and molded products. AlpVision will also be available to demonstrate product authentication using WCO's Interface Public-Members (IPM) tool. AlpVision's participation holds great significance as the IACC brings together those on the forefront of anti-counterfeiting and anti-piracy in the automotive, apparel, luxury goods and pharmaceutical industries, to name a few. Please contact Quincy Mattingly at quincy.mattingly@alpvision.com to announce your participation.



The Westin Kierland Resort & Spa, Scottsdale, AZ

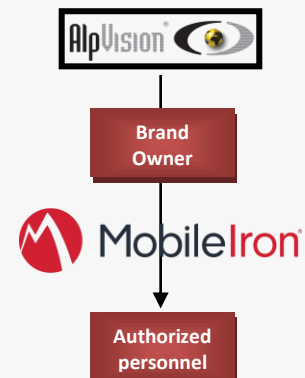
AlpVision's Mobile Authentication Application Now Authenticates Footwear



According to the National Chamber Foundation, the estimated annual industry loss due to footwear counterfeiting in the U.S. is \$12 billion. To combat counterfeit shoes, AlpVision offers the footwear industry its patented Fingerprint™ technology, a breakthrough covert anti-counterfeit solution that tracks and authenticates mass produced objects manufactured by molding. The solution applies to a wide variety of footwear items, including shoes, boots and sandals that have a rubber or plastic sole. The process simply requires capturing a digital image of the matte-finished sole during or post-production. The image is then used as a reference to perform product authentication. A regular iPhone equipped with AlpVision's product authentication application can be used to verify the authenticity of the shoe.

MobileIron: A Secure Alternative to Deploying AlpVision's Mobile Authentication Application

Because AlpVision's brand protection and product authentication solutions are covert, AlpVision does not make its mobile authentication application available on the App Store. In addition, because each application is customized to meet brand owners' unique authentication needs, customers prefer to manage application deployment internally. In answer to this need, AlpVision now designs a specific application package deployable on MobileIron (www.mobileiron.com). Available as an on-premise or a cloud solution, MobileIron is purpose-built to secure and manage mobile apps, documents, and devices for global companies. Concretely speaking, brand owners can control who gets access to AlpVision's application; customize it; and, remote uninstall and update it. As a result, they are able to configure the application securely and roll it out at the desired scale.



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