

Newsletter

February 1, 2013

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Headlines

AlpVision to Exhibit and Present at IP Protect Expo 2013, February 5-6 in London

As a New Member of the Petroleum Packaging Council, AlpVision Will Attend Spring Meeting in St. Augustine, Florida

AlpVision iPhone Authentication App Improved to Authenticate Vial Labels and Other Curved Surfaces

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AlpVision to Exhibit and Present at IP Protect Expo 2013, February 5-6 in London

AlpVision is set to participate for a second year in IP Protect Expo 2013 (www.ip-protectexpo.com), an annual networking space for the worldwide intellectual property and brand protection community, scheduled to take place February 5-6, 2013 at the Business Design Centre in Islington, London, UK. Exhibiting in Stand #11, AlpVision will showcase its iPhone authentication application, capable of detecting AlpVision's Cryptoglyph and Fingerprint technologies. 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 describe the smartphone as an authentication device, take a deeper look into automated covert brand authenticity and showcase real-world applications on various packaging materials and packaging types using an iPhone.



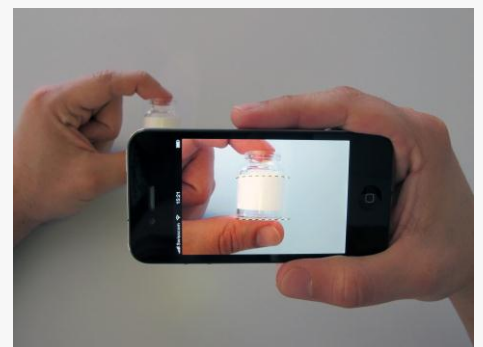
As a New Member of the Petroleum Packaging Council, AlpVision Will Attend Spring Meeting



AlpVision recently joined the Petroleum Packaging Council (PPC – www.pppcouncil.org), an association providing technical leadership and education to the petroleum packaging industry. As an Associate Member, AlpVision hopes to offer the petroleum, oil and lubricants industry struggling with fake lubricants, simple and high-performing anti-counterfeit solutions that apply to a wide variety of petroleum packaging, including container labels, lubricant oil bottles, plastic cans, barrels and drums. To present its digital invisible technologies for product authentication and counterfeit protection, AlpVision will participate in PPC's upcoming Spring Meeting, to be held on March 17-19 at the Renaissance World Golf Village Resort in St. Augustine, Florida, USA. Please contact us at avinfo@alpvision.com to announce your participation.

AlpVision iPhone Authentication App Improved to Authenticate Vial Labels and Other Curved Surfaces

AlpVision has given its iPhone authentication app a welcomed update, namely better detection of labels for curved surfaces. As opposed to flat surfaces, round labels have different depths of field and focus, and generate geometrical distortions. By enhancing the algorithms used to detect AlpVision Cryptoglyph® on flat surfaces, the updated app can now recognize a Cryptoglyph laid out over a curved surface, while counteracting the label distortions. AlpVision's adapted app applies to a wide variety of products, including vial labels, wine & spirits rectangular or neck labels, and aerosol spray can labels, to name a few. The same application can also authenticate AlpVision Fingerprint™, applicable to curved plastic molded parts. Working in real-time, verification takes less than 3 seconds, including time to pick up the item and position the iPhone over it.



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