

## Newsletter

**April 1, 2014**

AlpVision SA  
Rue du Clos 12  
1800 Vevey, Switzerland  
T: +41 21 948 6464

AlpVision North America  
Willis (Sears) Tower  
233 S. Wacker Dr., 84th Fl.  
Chicago, IL 60606, USA  
T: +1 312 283 8260  
[www.alpvision.com](http://www.alpvision.com)

## Headlines

**iPhone based quality control tool**

**Multiple printers successfully complete Cryptoglyph printing qualification program**

**AlpVision presented at "Innovation in Switzerland"**

To unsubscribe, please email [newsletter@alpvision.com](mailto:newsletter@alpvision.com) with "UNSUBSCRIBE" in the subject line.

### iPhone based quality control tool

AlpVision has released the first version of a new system for quality control for the Cryptoglyph printed in varnish. The new tool enables a real-time and user-friendly assessment of the printing quality of AlpVision's invisible marking flagship. The marking is typically printed in flexography and integrated directly into the varnish layer. The system comprises an iPhone and a custom box which is open on one side. The iPhone (5 or 5s) is used to run a quality control iPhone app that analyses the video stream in real-time. The main purpose of the box is to keep the iPhone at a specific distance and orientation in respect to the carton sample, while protecting the analyzed area from extraneous light. This new tool will be ready for shipping in Q2 2014.



### Multiple printers successfully complete Cryptoglyph printing qualification program



AlpVision is glad to welcome three more folding box and label suppliers among its qualified printers. Protecting printed packaging components with AlpVision Cryptoglyph technology is very easy and does not change the printing process. The qualification program consists in a training during which the product protection workflow, from prepress to printing, is performed. At the end of the process AlpVision performs a quality check of the printed folding box and qualifies the printer. Printing of the Cryptoglyph is industrially proven since many years and we are glad to report that until today we never had the case where a supplier was not able to print the Cryptoglyph.

### AlpVision presented at "Innovation in Switzerland"

On March 17th the University of Neuchatel in collaboration with LeRéseau, Swiss Federal Institute of Technology (EPFL), and Bilan, held a special event entitled "Innovation in Switzerland: how to stay number 1". Among the speakers was the President of Nestle, Mr. Brabeck, the Swiss minister of commerce, Mr. Schneider-Ammann, and the president of the EPFL, Mr. Aebischer. AlpVision's CEO also had the opportunity to report the experiences learned while growing from a startup to a profitable and established company and the importance of customer driven innovation. The feedback from the event was very positive and triggered an impressive media coverage including newspapers, magazines, and even the Swiss TV.



Send us your feedback or ask for more information to [newsletter@alpvision.com](mailto:newsletter@alpvision.com) with the mention "AlpVision Newsletter" in the subject line. With your permission, we may publish your remarks or additional information you may provide in the forthcoming issue, if we judge it to be of interest to our readers.