

Newsletter

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Headlines

AlpVision Fingerprint Ventures Into New Territory

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AlpVision Cryptoglyph Now Applicable to Metallic Closures

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AlpVision Fingerprint Ventures Into New Territory

AlpVision Fingerprint has experienced more revenue growth than any of our technologies over the past few years. The reason behind this trend lies in its simplicity. Instead of applying a marking, this authentication method relies on the imperfections that naturally occur in molded products. We have deployed this technology with great success on plastic parts (pharmaceutical flip-off tops) and on metallic ones. In the watch industry, so far, we have been limited to parts that are either molded or die-stamped. However, we are now able to propose a fingerprint that is unique for each watch and still detectable with an iPhone. The detection process performs a serial number lookup, followed by a one-to-one match with the micro-defects of the watch under inspection. As with our other technologies, a regular iPhone can be used to perform instant product authentication.



Meet AlpVision in Amsterdam and Denver, CO



Learn first-hand about AlpVision's instant product authentication solutions at two upcoming events this fall! AlpVision will be participating in the 6th Annual Global Brand Protection Summit (GBPS) on September 16-17, 2015, in Amsterdam. GBPS runs under the motto "Developing a robust brand protection strategy to encompass all areas of IP concern" and has an exciting 2-day program with expert speakers. AlpVision will then take part in IACC (International AntiCounterfeiting Coalition) Fall Conference on October 21-23, in Denver, CO. The conference agenda will be

comprised of panel discussions, case studies, and presentations with a focus on emerging concerns for IP owners and brand protection professionals. IACC's Fall Conferences are designed for networking and interactive and educational programs in an intimate setting. To announce your visit or schedule a one-on-one meeting, please contact Dalia Kellenberger at +41 (21) 922-6124 or dalia.kellenberger@alpvision.com.

AlpVision Cryptoglyph Now Applicable to Metallic Closures

The vast majority of our customers print AlpVision's Cryptoglyph technology on paper or carton. And so far, our solution has been remarkably successful protecting packaging and labeling. In recent months, we have made great strides in testing and successfully applying AlpVision Cryptoglyph to metallic closures. Since metallic closures are generally tamper-proof, combining AlpVision Cryptoglyph with a device for tamper-evidence is a very secure way to guarantee that both the packaging and content are genuine. As always, our solution is completely invisible to the naked eye, economical and easy to detect. The wine and spirits industry, for example, could benefit from this new development to fight counterfeits and lookalikes, and in turn boost customer confidence and increase public safety.



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