

Newsletter

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Headlines

November 2, 2015

European Commission Innovation Report

AlpVision Opens New Office in China

New US Patent Granted

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European Commission Innovation Report

The Business Innovation Observatory of the European Commission released this year a study on "Traceability Across the Value Chain: Standards, processes and traceability". The purpose of the report is to assess whether traceability standardisation efforts may impact small and medium-sized enterprises (SMEs) in Europe. The Observatory selected four companies across Europe for a more in-depth analysis. AlpVision is one of them, marking the significance of our current impact at the European level. The report focuses primarily on AlpVision's Fingerprint™ product authentication technology, particularly in the pharmaceutical and tobacco industries. The report is available online at ec.europa.eu.



AlpVision Opens New Office in China

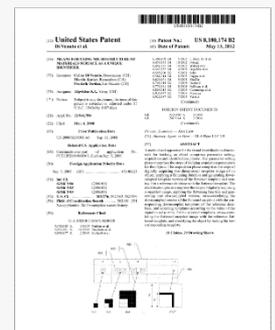


When it comes to product counterfeiting, China is considered as one of the world's hotspots. According to the WTO, 2% of all world trade accounts for counterfeit goods, and this number is steadily increasing. As the world's leader in digital invisible technologies for product authentication and counterfeit protection, it was only natural that AlpVision open an office in China. Since October 1, 2015, Lucien Zhao has been running our Chinese operations out of our office located in the Swiss Center in the Shanghai Pilot Free Trade Zone. The zone is being used as a testing ground for a number of economic and social reforms and is the first free-trade zone in mainland China. The Swiss Center was founded in 2000 and is today by far the largest cluster of Swiss enterprises in China.

The AlpVision Team is very excited about this new office location and looks forward to better serving our customers in China and the surrounding areas.

New US Patent Granted

AlpVision is proud to announce that a new US patent was granted, entitled "Means for using microstructure of materials surface as a unique identifier". The new patent US 8180174 B2 protects the core processes that make up AlpVision's Fingerprint solution. The underlying technology leverages the intrinsic microscopic surface irregularities that naturally occur in a mold and uses these unique characteristics as the means of authentication. This solution applies to a wide variety of molded parts, including bottles and caps, electrical appliances, mechanical parts, imaging supplies, and most plastic molded products available on the market today. Coupled with real-time product authentication using a standard iPhone or Samsung Galaxy device, AlpVision Fingerprint is the most advanced authentication solution in its field and this new patent will only strengthen our position in this market.



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