

Newsletter

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Headlines

August 1, 2016

New patent granted in Hong Kong

AlpVision celebrates its 15th year anniversary

Global Brand Protection Summit in Amsterdam

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New patent granted in Hong Kong

AlpVision SA has obtained a new patent protecting the Fingerprint™ technology in Hong Kong. The patent, ID 09102325.3, is accessible online at the Hong Kong patent office using publication number 1122887. This patent is based on the earlier European filing titled "Means for using microstructure of materials surface as a unique identifier". The European patent has a priority date of 2005, which makes it one of the very first patented authentication technologies based on the fingerprint approach. This technology is used worldwide by AlpVision for authenticating plastic and metallic components with a simple smartphone and without altering the protected product in any manner. The new patent reinforces our IP position on the Asian market and will be useful for the activities of our new office in Shanghai.



AlpVision celebrates its 15th year anniversary



AlpVision is proudly celebrating its 15th anniversary in June 2016. When we founded AlpVision in 2001, the company was a very early-stage startup in a garage. We had theoretical background related to steganography based on the Ph.D. work of Dr. Kutter and Dr. Jordan but had few ideas for commercial or industrial applications. Nevertheless, less than 2.5 years later, the company became profitable and has ever been since. Moreover, we pride ourselves for never having lost even a single customer since we started our activity in the brand protection industry. This, combined with the extremely low turnover of our technical personnel, makes us confident about the long-term sustainability of the company.

Global Brand Protection Summit in Amsterdam

AlpVision will again exhibit at the coming Global Brand Protection Summit event in September 21-22 to be held in Amsterdam. This event specifically addresses issues related to brand protection across a wide range of industries including food, beverages, automotive, cigarettes, and many others. At the summit we will announce a totally new security technology dedicated to product authentication by consumers. This new solution builds on the key features of our current offerings: user friendliness, security, simple deployment and affordability.



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