

Newsletter

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Headlines

October 3, 2016

AlpVision in China – The experience of a new market

AlpVision Announces Smart Embossing New Overt Security Technology

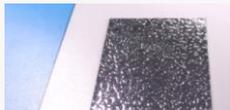
Meet AlpVision in Europe/USA/Asia

AlpVision in China – The experience of a new market

One year ago, in October 2015, AlpVision set up its new offices in Shanghai with the intent to expand the brand protection business. Compared to our marketing experience in Western countries, we have been happily surprised by the immediate brand owner interest in new authentication solutions. Indeed, few solutions are currently available in China. Only holograms and QR-codes have been deployed at a large scale and they are not secure: the former is generally copied within a few months after roll-out while the latter does not provide any kind of security against copying. Other alternatives are simply too expensive for the Chinese market. Fortunately, our 3 technologies Cryptoglyph, Fingerprint and Smart Embossing cost even less than holograms while providing a much higher level of security. The traction in the market has therefore been impressive in all sectors: spirits, nutrition, lubricants, cosmetics, tobacco, etc. This commercial success was recognized by the president of the Swiss Confederation, Johann Schneider-Ammann, who visited our offices in Shanghai in March 2016. Two months later AlpVision was even invited to present at the World Economic Forum in Tianjin. At this point, we are therefore confident that our solutions will play an active role in supplying Chinese brand owners with effective means to protect their products and customers against counterfeiting.



AlpVision Announces Smart Embossing - New Overt Security Technology



Smart Embossing is 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. It utilizes unique, patented, image processing technology to reproduce and authenticate a 3D security pattern on a metalized surface. It is both an overt feature that can be recognized at a glance by a consumer with no training or special equipment and a secure feature that can be authenticated instantly using a dedicated smartphone application requiring no network connection. Since the authentication relies on the digital re-creation of the 3D topography of the imprinted pattern, it is impossible to duplicate the feature using any two-dimensional copy technology. This 3D topography is reproduced in the smartphone application and compared to that of an authentic product. Smart Embossing can be applied to the protected product as a label stuck to the product or it can be integrated directly into the packaging of the protected item.

Meet AlpVision in Europe/USA/Asia

Don't miss the three upcoming opportunities to meet with AlpVision and discover our new security feature Smart Embossing. The first occasion is at the IACC's 2016 Annual Fall Conference which will be held in Scottsdale, AZ, USA, October 19 to October 21, 2016. The IACC event is followed by our participation at the Canadian Spirits Strategies Congress 2016, held in London, UK, November 1 and 2, 2016. Our last event for this year is the 11th Security Document Summit, which will take place in Beijing, China, November 14-16, 2016. Smart Embossing is a new kind of visible security feature that can be used to authenticate your products using regular smart phones. It was presented for the first time at the Global Brand Protection Summit in Amsterdam in September 2016, where it generated a significant amount of interest.

