

Newsletter

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Headlines

December 1, 2016

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2016 A Look Back

As the year comes slowly to an end, it is time to have a brief look at an exciting period. With over 10 billion products protected per year with our security features, we are very proud to hold our position as the leading supplier of invisible, digital security features. A key achievement this year was that we were approached by several printing machine manufacturers who asked us to help them render their equipment Cryptoglyph compliant. This is an amazing request which clearly indicates that slowly but surely our solutions are becoming a de-facto standard in the field. After working on this for many years, we have reached this very important milestone.

With this good news in mind, we would like to express our gratitude to all our customers and partners who made this possible and we wish all our readers very Happy and Successful New Year!



The Success of the Smart Embossing



The launch of our Smart Embossing technology last month has generated an impressive amount of interest among our customers and prospects. Initiatives such as the EU's Falsified Medicines Directive and Tobacco Products Directive highlight the need for authentication and track and trace solutions. Based on this requirement we created the first upgrade to Smart Embossing and today we are proud to announce QR Code enabled Smart Embossing. A standard QR Code is directly over-printed on a Smart Embossing device providing track and trace functionality while maintaining the underlying authentication characteristics. This upgrade is now the first smartphone enabled

authentication feature which is fully suitable for track and trace applications and plays an important role in both the Falsified Medicines and Tobacco Products directives mentioned above.

Cryptoglyph on Seal Liner

The Cryptoglyph technology is an invisible marking that has been used for many years to authenticate boxes and labels. It is also widely deployed on aluminium pharmaceutical blister packs. We recently opened a radically new application field by integrating Cryptoglyph into the aluminium seal liners used on lubricant bottles. The detection of the Cryptoglyph is performed instantly using an iPhone application. Moreover, the app automatically detects partially opened seal liners. This tamper-proofing capability and enables detection of authentic bottles which have been refilled. This new development complements our offerings for simple and effective brand authentication solutions and demonstrates the wide fields of application of the Cryptoglyph technology.

