

Newsletter

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Headlines

April 3, 2017

Meet us in Europe and China

Smartphone Offers Point-and-Authenticate Capability

AlpVision Included in New Anti-counterfeiting Reports

Meet us in Europe and China

Two continents, two opportunities to discover our product authentication services before the summer. The [IACC 2017 Annual Spring Conference](#) will be held in Barcelona, Spain, May 17-19 this year. The IACC conference combines the industry's most up-to-date information and best practices with its top leaders in the frontlines in law, security, government and business. To announce your visit or schedule a one-on-one appointment with a member of our Team, email avinfo@alpvision.com. If you are active in the field of cosmetics, don't miss the first Chinese Cosmetics Business Credit Union Summit – Brand Protection Forum, taking place in Shanghai, China, May 5-8. This first-of-its-kind event will give you an opportunity to learn firsthand about state-of-the-art anti-counterfeiting solutions applicable to the cosmetics industry in China, with live demonstrations. Planning to be there? Visit our office in the Shanghai Pilot Free Trade Zone. For more information and to schedule a visit, contact Lucien Zhao at +86 21 2076 5516 or lucien.zhao@alpvision.com.



Smartphone Offers Point-and-Authenticate Capability



Product authentication has been, and still is, logistically very challenging. For example, banknotes require both robust, yet easy-to-use anti-counterfeiting and security measures to promote counterfeit deterrence and consumer adoption. Together with a steady rise in the number of sophisticated counterfeiters, this challenge is increasingly harder to tackle. It is no surprise then that smartphone-based product authentication solutions have become more and more popular. Yet these systems often require a high learning curve and vary in reliability. Our Team has been working hard to bypass these weaknesses and is extremely proud to introduce a new point-and-authenticate capability for iOS and Android

operating systems. This new module makes authentication a breeze thanks to a guided and very intuitive user interface, combined with highly sophisticated and innovative image processing methods. Want to know more? Contact us for a live demonstration at avinfo@alpvision.com.

AlpVision Included in New Anti-counterfeiting Reports

MarketsandMarkets just published their global forecast for the worldwide anti-counterfeit market. This report predicts that the main market territories in 2021 are expected to be dominated by Asia, followed by Europe and North America. AlpVision is featured in the report and listed as one of the major players in the field of anti-counterfeiting solutions. Yahoo Finance also recently listed AlpVision as one of the top 5 vendors in the global anti-counterfeiting market. This recognition stemmed from a study released by Technavio, which analyzed 43 vendors active in the field. Finally, the report for Anti-counterfeit Packaging by Market Research Future released in March 2017 listed AlpVision as a top key player for anti-counterfeiting packaging.

