Newsletter

AlpVision SA
1800 Vevey, Switzerland
T: +41 21 948 6464

AlpVision North America
Chicago, IL 60606, USA
T: +1 312 283 8260

AlpVision China
Shanghai 200131, China
T: +86 21 2076 5516
W: www.alpvision.com

Headlines

June 1, 2017

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European Union Tobacco Packaging Directive

The 2nd Stakeholder Meeting on the Implementation of the European Union Tobacco Packaging Directive was held on the 15th of May 2017. The purpose of this directive is to define solutions on tobacco products in order to be able to perform their traceability and authentication. AlpVision has contributed actively to this legislation process. Indeed, we have long term experience in this field since our Cryptoglyph technology has been used at a very large scale for the authentication of tobacco products for many years. The core of the discussion was the report by Everis which analyzed the main technical aspects. We made an oral intervention to highlight several inconsistencies. We proposed recognition that smartphones can be used as an authentication device. Our intent is to keep on guiding the EU so that they may come up with a directive that will be both effective and technically realistic.

Artwork Fingerprint, a new authentication technology

AlpVision has been securing billions of products for many years using invisible features. Those features are either created on the packaging (Cryptoglyph) or are already existing on the product (Fingerprint). There is a third class of feature, the most obvious one, which consists of all the visual differences between the genuine and the counterfeit products. Examples are the differences found in the artwork of the packaging, in the hot-stamping areas, in the die-cut design, the shape of the tablets or the color of the product, etc. Those differences can be both microscopic details (10 to 100 µm) or macroscopic mistakes (several millimeters wide or even color or texture differences) made by the counterfeiter. Artwork Fingerprint can automatically detect these differences using a smartphone. We believe that this technology will be particularly beneficial to online retailers and marketplaces to provide a better shopping experience for their customers.

Meet us at EPHJ/EPMT/SMT in Geneva

As every year around this time, we invite you to visit us at the EPHJ event, taking place in Geneva, Switzerland, June 20 to 23rd, 2017. EPHJ (Professional Watchmaking and Jewelry Environment) takes place together with the EPMT (Microtechnology Professional Environment) and the SMT (Swiss Medical Technologies) event. The three events allow over 800 exhibitors to meet with more than 20'000 visitors, which is very impressive for a 4-day event in Switzerland. This year, AlpVision highlights Smart Embossing and Fingerprint. Smart Embossing is a visible anti-counterfeiting security feature which can be easily integrated into any packaging component. AlpVision Fingerprint allows for product authentication without adding or modifying the product. Both products are authenticated using a standard smartphone. Contact us to let us know if you will attend and to arrange a live product presentation. To register, please visit the EPHJ website.