

PRESS RELEASE

ANTI-COUNTERFEITING DEVELOPMENT FROM DOTRIX AND ALPVISION

dotrix n.v, Belgian manufacturer of the high-speed inkjet digital color press, the.factory, has joined forces with Swiss security specialist, AlpVision, to provide a unique integrated solution for invisible personalisation and anti-counterfeiting of packaging and labels.

The new generation security system is a digital watermarking system based on AlpVision's patented Cryptoglyph™ technology. Encoded data is printed by the.factory in the form of tiny, indelible pixels, invisible to the naked eye. The digital watermark composed of the appropriate security information looks like the grain of the paper with no affect on the design of the document thus allowing greater coverage of the page and even greater problems for counterfeiters. One of the differences compared to traditional digital watermark is that Cryptoglyph™ can be overprinted on any underlying graphical design, including standard white paper.

Says dotrix's manager of security systems, Jan Van Laethem: "The beauty of this system is the simplicity and low cost. The changes all happen at the software end so there is no expensive adjustment to the.factory or change to the printing process and the resulting secure documents are virtually impossible to reproduce.

The versatile system, designed to improve product or document traceability, combines elements of AlpVision's software with dotrix's InSider front end for personalised security printing.

The data embedded in the Cryptoglyph™ is easily retrievable with a standard digital scanner and a dedicated software application but remains difficult to reproduce or decipher. The system relies on mathematical security to encrypt the data. Each user has a personal 'secret key' composed of 128 bits and, therefore, unbreakable by current computational powers.

The easy-to-use, cost-effective system does not require expensive inks or security paper although combined with other security tools such as holograms or special papers, the system would provide extra protection.

Says AlpVision's managing director, Dr. Fred Jordan : "Counterfeiting is hampered in several ways: first, the encrypted data is difficult to detect, its also difficult to reproduce and, therefore, the secure documents can't be replicated accurately."

The combined system will be presented at PISEC 2002 in Dublin from October 28th to 30th.

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NOTES FOR EDITORS

About dotrix

Formed in December 2001 from a management buyout by a nine-strong management team from the former industrial printing business unit of Barco Graphics, Belgian company dotrix bases its product development and market knowledge on a decade of development of high productivity prepress products for three key market sectors: industrial printing, security printing and decorative printing.

The company specialises in pioneering variable data and imaging technologies to drive high-speed digital color printing machines and offers digital workflow solutions, including prepress, color management and imaging technology, that provide customised, flexible, high-speed, industrial quality color inkjet printing. the.factory (pronounced 'the dot factory'), a high-speed digital color press using inkjet technology, is dotrix's flagship product.

The base technology used in the.factory, SPICE (Single Pass Inkjet Color Engine) is also available to OEMs.

dotrix employs approximately 80 staff of which 65 are located at the company's headquarters in Gent, Belgium.

About AlpVision

AlpVision was founded in June 2000 as a high-tech startup from the renowned Signal Processing Laboratory at the Swiss Federal Institute of Technology, Lausanne. The mission of AlpVision is to develop and commercialize digital watermarking products addressing security requirements such as brand and document protection. AlpVision is the inventor of Cryptoglyph™ technology and the developer of SafePaper technology.

Active all over the world, AlpVision has teamed up with resellers in Monaco, Switzerland, and Singapore to provide customers with effective and efficient sales services and technical support.

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