Press Release

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AlpVision to Demonstrate Mobile Authentication Solution for Pharmaceutical Anti-counterfeiting at INTERPHEX 2013

AlpVision will exhibit in Booth No 3988 at INTERPHEX 2013 scheduled to take place April 23-25, 2013 at the Javits Center, New York, NY, USA.

Image (Source AlpVision)
Image Caption: Authenticating a pharmaceutical package with a smartphone

Chicago, Illinois, USA (ALPVISION) March 26, 2013 – Named one of *Global Identification*'s Top 25 Suppliers of anti-counterfeiting & product security technologies, AlpVision will participate for a fifth consecutive year in INTERPHEX 2013, the leading annual pharmaceutical and biopharmaceutical trade show. Exhibiting in Booth No 3988, AlpVision will demonstrate how brand owners, experts and consumers who own a smartphone can play an active role in the fight against counterfeit pharmaceuticals.

Using a regular iPhone, AlpVision's authentication solution is designed to detect AlpVision's Cryptoglyph® and Fingerprint™ technologies, two covert safety features that produce no visible markings and require no additional consumables, no special reading devices and no production changes.

AlpVision's authentication application applies to a wide variety of pharmaceutical products, including packaging and labeling (folding cartons, labels, and blister packs), as well as plastic molded parts and medical devices (vials and syringes, containers and lids, test tubes and caps). Working in real-time, verification takes less than 3 seconds, including time to pick up the product and position the smartphone over it.

In addition to providing instant positive authentication, AlpVision's application can also be customized to trigger a range of actions, including providing product features, user data, and market information. AlpVision's instant authentication application is available for the iPhone 4/4S/5 (other mobile operating systems available upon request).

For more information and to see a live demonstration, please visit AlpVision at INTERPHEX 2013, in Booth No 3988, on April 23-25, 2013, at the Javits Center in New York, NY, USA.

About AlpVision SA
Founded in 2001, AlpVision is the world's leader in digital invisible technologies for product authentication and counterfeit protection. Simple and industry-proven, AlpVision's cost-effective, high-security digital authentication solutions protect billions of branded products and packaging each year across industries worldwide. Authentication is performed using a standard office scanner or iPhone. Other services include Quality Assessment devices, a server-based Web application, and staff training. More information is available at www.alpvision.com. Join us on LinkedIn and follow us on Twitter.

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