

Media Invitation

FOR IMMEDIATE RELEASE

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Invitation to Media Briefing at INTERPHEX 2013

Please RSVP to jennifer.yribar@alpvision.com

Chicago, Illinois, USA (ALPVISION) April 16, 2013 – Members of the media are invited to a briefing on AlpVision's breakthrough mobile authentication solution for pharmaceutical anti-counterfeiting at INTERPHEX 2013.

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.

AlpVision's mobile authentication solution can also combine product authentication objectives with marketing and consumer interaction.

WHO: AlpVision

WHAT: Booth Briefing

WHEN: Wednesday, April 24, 2013, 1:00 – 1:30 p.m.
Presentation: 1:00 – 1:15 p.m.
One-on-one demonstrations: 1:15 – 1:30 p.m.

WHERE: INTERPHEX 2013
Booth #3988
Javits Center
655 W 34th St
New York, NY 10001

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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