

## Press Release

### FOR IMMEDIATE RELEASE

**Contact:**

**Ms. Jennifer Yribar**

Corporate Communications Coordinator

+41 21 948 6464

[jennifer.yribar@alpvision.com](mailto:jennifer.yribar@alpvision.com)

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### **The WCO announces that AlpVision is now IPM *Connected***

[Image](#) (Source AlpVision)

Image Caption: (L to R) Mr. Christophe Zimmermann, Anti-Counterfeiting Coordinator, WCO with Dr. Fred Jordan, CEO and Co-founder, AlpVision

**Vevey, Switzerland (ALPVISION) May 2, 2013** – The World Customs Organization (WCO) was host to the 7<sup>th</sup> Global Congress on Combating Counterfeiting and Piracy, held in Istanbul, Turkey, from April 24-26. On this occasion, the WCO introduced the new mobile version of the Interface Public-Members (IPM), its online tool serving as an interface between frontline Customs officers and the private sector.

IPM is a tool enabling rights holders faced with counterfeiting of their brands, to exchange information with field Customs officers. The new version of IPM presented in Istanbul integrates two major technical developments: a mobile version and the possibility to interface IPM with authentication and/or traceability solutions companies.

All participants present at the Congress agreed that faced with the complex and growing phenomenon that is counterfeiting, global action is necessary. In this view, the WCO took advantage of the Global Congress to launch *IPM Connected*, a global network of track&trace and authentication solutions interfaced with IPM, making them available to field Customs officers around the world.

One of the first authentication solutions company to join *IPM Connected* is AlpVision, a world leader in digital solutions for product authentication. Rights holders who use IPM will, if they wish, provide Customs officers with AlpVision's instant authentication application available on standard smartphones.

This collaboration harnesses WCO's operational power and AlpVision's technological expertise: Custom officers simply scan the barcode and if the product is secured by AlpVision, IPM automatically launches AlpVision's application, allowing them to instantly verify the authenticity of the product.

"AlpVision is extremely honored to be the first automated authentication solution available to more than 40,000 Customs officers around the world," said Dr. Fred Jordan, CEO and Co-founder of AlpVision. "We believe our joint collaboration will help facilitate the authentication of products, lowering the risk of human error and increasing the identification of counterfeit goods at the border."

"Providing Customs officers with the best available technologies to combat counterfeiting is at the core of the WCO's strategy. Connecting IPM to existing authentication and

traceability solutions is a major leap forward which will enable Customs officers to assess more effectively whether or not a product is genuine” said Secretary General Kunio Mikuriya.

The WCO encourages all databases, sources of information, authentication or traceability solutions which could help Customs officers in their fight against counterfeiting to interface with IPM and become IPM *Connected*.

### **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 each year across industries worldwide, including pharmaceuticals, tobacco products, and fast-moving consumer goods (FMCG). Authentication is performed using a standard office scanner or iPhone. For more information: [www.alpvision.com](http://www.alpvision.com) or [avinfo@alpvision.com](mailto:avinfo@alpvision.com). Join us on [LinkedIn](#) and follow us on [Twitter](#).

### **About WCO**

The WCO is the only international intergovernmental organization that deals with Customs procedures and regulations governing trade between countries. Its work aims to improve the effectiveness and efficiency of Customs administrations across the globe, and to help them fulfil their dual role of facilitating trade whilst ensuring its security. It is a setting in which governments can compare policy experiences, seek answers to common problems, identify good practices and standards, and coordinate Customs policies. It is also noted for its work in areas covering the development of global standards relating to commodity classification, valuation and rules of origin, as well as compliance issues, the promotion of integrity, and sustainable Customs capacity building initiatives. For more information: [www.wcoomd.org](http://www.wcoomd.org) or [ipmcommunication@wcoomd.org](mailto:ipmcommunication@wcoomd.org).

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