Press Release

FOR IMMEDIATE RELEASE

Contact:
Dalia Kellenberger
+41 21 922 61 24
dalia.kellenberger@alpvision.com

Keywords: AlpVision, smartphone, iPhone, instant product authentication, brand protection, anti-counterfeiting, overt security, Smart Embossing.

AlpVision Announces New Anti-Counterfeiting Technology, Smart Embossing
AlpVision releases overt brand protection security feature based on 3D topography.

Vevey, Switzerland (ALPVISION), September 20, 16 — AlpVision, a leader in digital invisible technologies for product authentication and counterfeit protection, has announced the release of its first overt, consumer verifiable, security feature.

Smart Embossing, utilizes unique, patented, image processing technology to reproduce and authenticate a 3D security pattern on a metalized surface. This provides two security benefits. It is an overt feature that can be recognized at a glance by a consumer with no training or special equipment. Secondly, the 3D surface of the feature can be authenticated instantly using a dedicated smartphone application requiring no network connection. "The creation of novel visible security features is one of the most challenging tasks in our field and we are extremely proud of our achievement" says Dr. Martin Kutter, co-founder and president AlpVision SA.

Since the authentication relies on the digital re-creation of the 3D topography of the imprinted pattern, it is impossible to duplicate the feature using any two-dimensional copy technology. This 3D topography is reproduced in the smartphone application and compared to that of an authentic product.

"This new smartphone technology will empower the consumer and give him a way to authenticate products reliably and quickly, this is a real break-through.", says Dr. Fred Jordan, CEO.

Smart Embossing can be applied to the protected product as a label stuck to the product or it can be integrated directly into the packaging of the protected item.

About AlpVision S.A.
AlpVision S.A. is a Swiss software company founded in 2001 in Vevey, Switzerland. It develops digital invisible and overt technologies enabling identification of materials, such as paper, carton, molded plastic, glass and metal. These technologies are used for product authentication and counterfeit detection. In 2015, the company opened its first sales office in the Swiss Center in Shanghai in the People's Republic of China. More information: www.alpvision.com

###

Cryptoglyph and AlpVision are registered trademarks of AlpVision SA. Smart Embossing, Fingerprint and Krypsos are trademarks of AlpVision SA.