**Dr. Martin Kutter**
**President**



**Dr. Fred Jordan**
**CEO**

Today, the challenges customers face in the anti-counterfeit and product authentication security arena include deploying an anti-counterfeiting solution at large scale, deciding if the authentication process should be performed by consumer or only by them, also if they need an invisible or a visible solution. They are also looking towards setting-up efficient internal processes in order to enforce their rights using their authentication solution. This is where AlpVision—world's leader in digital technologies for product authentication and counterfeit protection—steps in. "When the client contacts us, it means that they have generally already been impacted by a fraudulent attack. They are looking for an internal solution in order to follow the legislation and prove the authenticity of their products," explains Dr. Fred Jordan, Co-founder & CEO of AlpVision. "We have a good track record of large-scale deployment and have the processes to perform timely and reliable implementations." Over 30 billion of products are secured yearly using AlpVision's technologies, more than 200 suppliers worldwide are qualified and protect products with their solutions. Based on 19 years of experience in the field, AlpVision can provide advices to their customers on the best deployment strategies. "Our approach is to get the heart of the problem, as efficiently and quickly as possible," explains Dr. Martin Kutter, Co-founder & President of AlpVision.

AlpVision's technologies work by detecting micro-defects which are invisible for the naked eye. They provide a smartphone app that uses the camera to automatically tell to the operator if a product is genuine. The implementation itself is entirely performed through the existing suppliers of the brand owner. Brand owner is trained and qualified specifically for AlpVision's technologies which include Cryptoglyph—an invisible printed feature made of holes in the varnish layer, so suppliers are always printers - and Fingerprint making use of the existing defects generated by the manufacturing process. AlpVision's digital invisible technologies can be used to protect either the packaging or the products itself. Packaging examples include cartons, labels, leaflets and blister packs. They protect products like bottles and caps, electrical appliances, mechanical parts, imaging supplies, most plastic molded products, precious metals, car parts. "We talk to the client via video conference and ask them to send us some samples. We do some feasibilities. When we are sure that our solution will be optimal, we propose a paid pilot. If the client is satisfied by the project, we go ahead," says Dr. Jordan. The company's slogan "Authentication made simple" reflects well in their technologies. In an instance one of AlpVision customers states, "I'm so impressed at how easy this solution was to deploy. We have a huge inventory of Pharmaceutical products – and protection of our market is vital. The team at AlpVision understood our unique challenge from day one – and delivered exactly what we need. Amazing!"

The company is both pragmatic and creative: their priority is the implementation of a reliable solution according to the agreed planning. Pragmatism starts by preferring solutions that have been proven extensively in industrial environments and for several years. However, in some cases, customers come with new requirements. In such cases, and in such cases only, AlpVision undertakes innovative approaches. "Up to now, AlpVision has applied for over 80 patents worldwide, all of them correspond to technologies which are successfully used worldwide every day," adds Dr. Kutter. "The technologies that we use include signal processing, mathematics, machine learning in general, artificial neural networks and genetic algorithms."

In the near future, AlpVision will keep on improving its authentication technologies using artificial intelligence. "Indeed, machine learning opens new horizons that will enable us to further widen the types of products that we can authenticate. We will keep on serving the same territories with the same BToB approach," adds Dr. Jordan. "We will expand outside of the pure brand authentication market in order to cover all types of applications where artificial intelligence can help. We have already successfully started in biology and chemistry." **IE**



" World Leader in Authentication Technology "

AlpVision

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