Newsletter

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AlpVision SA
Rue du Clos 12
1800 Vevey, Switzerland
T: +4121 948 6464

North America Reg. Office
Willis (Sears) Tower,
233 S. Wacker Dr., 84th Fl.
Chicago, IL 60606, USA
T: +1 312 283 8260
www.alpvision.com

Headlines

AlpVision, top finalist nominee at the Swiss Technology Award 2011.

New premiere at AlpVision: an iPhone4 application for identification of counterfeited molded parts on-the-fly.

AlpVision will speak at the European Rotogravure International Packaging Conference in Graz, Austria, Nov. 17-18.

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AlpVision, top finalist nominee at the Swiss Technology Award 2011.

According to INSEAD 2011 GII (Global Innovation Index), Switzerland is the most innovative country in the world. AlpVision is therefore especially proud to have been selected as one of the top 3 finalists for the Swiss Technology Award 2011 in the mature businesses category for its Cryptoglyph invisible marking technology which protects products against counterfeiting since 2003. The now 8 years of industrialization places Cryptoglyph to become the natural standard for packaging security when large volumes of production are considered. Cryptoglyph is patented (granted) in 17 countries, including Europe, USA, People Republic of China, India, etc., and is well placed to respond to new regulations related to product authentication in various countries.

New premiere at AlpVision: an iPhone4 application for identification of counterfeited molded parts on-the-fly.

AlpVision has made a big step forward in providing mobility for on-the-fly "Genuine or Fake" verification of molded parts. This applies to many items, for example for Fast Moving Consumer Goods containers, which are present in millions of stores worldwide. Using AlpVision's patented Fingerprint™ technology, a regular Apple iPhone4 equipped with the AlpVision "Genuine or Fake" detection software is sufficient for verification of the authenticity of a plastic molded part anywhere anytime.

This anti-counterfeiting solution does not require any additional marking of the molded part and its use is very intuitive.

After selection of a product type, for example a 2 liter container, and a mold cavity number which is visible on the item, an overlaid shape appears on the iPhone4 screen. Then the user has only to position the iPhone4 to match the overlaid shape with the item to be verified. If the item is genuine, a beep sounds and a message appears on screen. A Genuine-or-Fake verification takes usually about 3 seconds, most of which is taken up by the time it takes to pick up the item and position the iPhone over it. This performance is achieved through the iPhone4 application working in real-time at a rate of over 10 detections per second; similar to reading a barcode with a laser scanner.

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The theme "Gravure's future in packaging markets" reflects the conference program which will focus on gravure's position in the booming packaging markets. AlpVision will present a conference entitled "*Simple and cost effective anti-counterfeiting protection in packaging gravure*" on Thursday November 17, 2011 around noon. It will detail the Cryptoglyph invisible marking on the varnish layer, which achieves packaging anti-counterfeiting at zero extra printing production cost and which already protects billions of items worldwide since many years.

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