Newsletter

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Headlines

Meet AlpVision in New York, USA, and Istanbul, Turkey

AlpVision's Mobile Authentication Solution Improved to Detect Standard Cryptoglyph-secured (dots) Packaging and Labeling

AlpVision's CEO Presents "Instant and Secure Brand Authentication Using a Smartphone" at IP Protect Expo 2013

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Meet AlpVision in New York, USA, and Istanbul, Turkey

AlpVision is set to participate in **INTERPHEX 2013** on April 23-25 in New York, USA, and in the **7th Global Congress on Combating Counterfeiting & Piracy** on April 24-26 in Istanbul, Turkey. At INTERPHEX, AlpVision will exhibit in Booth No 3988 and demonstrate its mobile authentication solution for pharmaceutical packaging and labeling, as well as medical devices. In Turkey, AlpVision will join over 1,000 participants from government, business, law enforcement, intergovernmental and non-governmental organizations, consumer groups and academia to address the theme: "Evolving Challenges – Innovative Responses." Exhibiting in Stand No 3, AlpVision will show how to authenticate products and minimize losses from counterfeiting with industry-leading brand authentication technologies. Contact us to announce your participation at avinfo@alpvision.com.

Istanbul Convention & Exhibition Centre

AlpVision's Mobile Authentication Solution Improved to Detect Standard Cryptoglyph-secured (dots) Packaging and Labeling

Offset printers, rejoice! Until now, AlpVision's iPhone authentication application detected varnish Cryptoglyph, a pseudo-random pattern of invisible micro-holes (40-80 microns) embedded in the standard varnish layer of folding carton, blister packs and labels. AlpVision now proposes an alternative mobile authentication solution capable of detecting standard Cryptoglyph, invisible micro-dots (10-15 microns) printed with regular visible ink. Combined with a readily available and inexpensive macro lens (here, an olloclip® macro lens), AlpVision's authentication application works with an image magnified 10 times, taken at a distance of approximately 12-15 mm. As with varnish Cryptoglyph-secured packaging and labeling, authentication takes less than 3 seconds. This quick-connect, light-weight solution is ideally suited for fast and highly-reliable verifications.

AlpVision's CEO Presents "Instant and Secure Brand Authentication Using a Smartphone" at IP Protect Expo 2013

AlpVision participated for a second year in IP Protect Expo on February 5-6, 2013 in London, UK. Exhibiting in Stand #11, AlpVision showcased its iPhone authentication application, capable of detecting AlpVision's Cryptoglyph and Fingerprint technologies. Speaking on February 6 as part of a seminar on "The use of mobile apps in product authentication," Dr. Fred Jordan, Co-founder & CEO, described the smartphone as an authentication device, took a deeper look into automated covert brand authenticity and showcased real-world applications on various packaging materials and packaging types using an iPhone. "For the first time in the history of brand authentication, it is possible to use everyday consumer electronics, such as the smartphone, to detect covert safety features and verify the authenticity of products," said Jordan.

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