

Newsletter

June 3, 2013

AlpVision SA
Rue du Clos 12
1800 Vevey, Switzerland
T: +41 21 948 6464

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

Headlines

AlpVision's Instant Authentication Application Now Available to 3,000 Customs Officers

AlpVision Presents at PP&LC's Spring 2013 Meeting at Amgen in Thousand Oaks, CA

AlpVision Successfully Completes Exhibits in New York, Istanbul, and Dallas

To unsubscribe, please email newsletter@alpvision.com with "UNSUBSCRIBE" in the subject line.

AlpVision's Instant Authentication Application Now Available to 3,000 Customs Officers

On the occasion of the 7th Global Congress on Combating Counterfeiting and Piracy, held in Istanbul, Turkey, from April 24-26, 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. AlpVision's automated authentication solution is the first to become IPM *Connected*. Rights holders who use IPM will, if they wish, provide Customs officers with AlpVision's instant authentication application available on standard smartphones: Custom officers simply scan the barcode and if the product is secured by AlpVision, IPM automatically uses AlpVision's authentication module, allowing them to instantly verify the authenticity of the product. 3,000 Customs officers are now connected to IPM, increasing to 8,000 by the end of 2013.



Christophe Zimmermann (left), Anti-Counterfeiting Coordinator, WCO, with Dr. Fred Jordan, CEO and Co-founder, AlpVision

AlpVision Presents at PP&LC's Spring 2013 Meeting at Amgen in Thousand Oaks, CA



AlpVision was recently invited to speak at the IoPP (Institute of Packaging Professionals) PP&LC (Pharmaceutical Packaging & Labeling Committee) spring 2013 meeting at Amgen in Thousand Oaks, CA. Under the theme of "Serialization & Anti-Counterfeiting", Quincy Mattingly, Regional Manager, presented "Digital Authentication Solutions for Pharmaceutical Products" to some 30 Sr. level managers/directors from major pharmaceutical companies, ranging from Alcon to UCB. In addition to introducing AlpVision's Cryptoglyph and Fingerprint technologies, he described the smartphone as an authentication device, the impact of the European Directive 2011/62/EU on obligatory authentication features, and the integration of AlpVision's instant authentication application in WCO's Interface Public-Members (IPM) tool. [Pictured: Quincy Mattingly (left), Regional Manager, AlpVision, with Kay Harris, PP&LC Chairperson & Director, Global Graphics, Alcon]

AlpVision Successfully Completes Exhibits in New York, Istanbul, and Dallas

AlpVision successfully completed its participation in INTERPHEX 2013 in New York, NY, USA, the 7th Global Congress on Combating Counterfeiting & Piracy in Istanbul, Turkey, and the International AntiCounterfeiting Coalition (IACC) Spring Conference in Dallas, TX, USA. At each event, AlpVision's core focus was to introduce brand owners and other key stakeholders to AlpVision's cost-effective, high-security digital authentication solutions detectable using a standard smartphone. The exhibitions brought to AlpVision a total of 150 visitors, among them some of the most influential individuals in the automotive, apparel, luxury goods and pharmaceutical industries responsible for brand protection and anti-counterfeiting. Moreover, each event confirmed AlpVision's leadership in automated covert brand authentication.



Dallas, TX, USA – Matt Pasant

Send us your feedback or ask for more information to newsletter@alpvision.com with the mention "Newsletter June 3, 2013" in the subject line. With your permission, we may publish your remarks or additional information you may provide in the forthcoming issue, if we judge it to be of interest to our readers.