

## Newsletter

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## Headlines

**iPhone QC Tool Update**

**AlpVision Exhibits in Shanghai**

**AlpVision: Looking back, Looking Ahead**

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### iPhone QC Tool Update

Although Cryptoglyph is invisible to the naked eye, AlpVision's authentication feature can be instantly detected with a smartphone and a proprietary application. One version of this application is specifically designed for printers. This mobile app allows printers to detect the presence of a signal in real-time and in turn control the quality of millions of printed sheets at a time. With the new software update, printers will now be able to detect a lack of print finish, such as varnish, typically resulting in an excessively high signal (displayed in yellow on the image) and therefore compromising the security of the printed safety feature. Although these cases are extremely rare, this update will no doubt give the needed reassurances for top-level quality control.



### AlpVision Exhibits in Shanghai



From April 23-25, 2015, the International New Anti-Counterfeiting Technology Exhibition took place in Shanghai, China. The event was held together with the CSITF-China Shanghai International Technology Fair, a gathering of over 900 exhibitors and 38'000 visitors. AlpVision used this opportunity to showcase its Cryptoglyph and Fingerprint authentication technologies. Both solutions generated a lot of interest among visitors. Consumer-led product authentication is of very high importance in China, as the problem of counterfeit consumer goods is widespread in that country. Visitors were also very interested in the use of smartphones for product authentication, as China currently tops global smartphone shipments. Finally, participants were excited about the benefits of digital solutions for product authentication, as they operate in a highly cost-sensitive environment.

### AlpVision: Looking Back, Looking Ahead

2014 was an extremely interesting year for AlpVision, not only from a technological perspective, but also from a financial one. On the technology side, the past year clearly had a focus on moving from scanner-based authentication solutions to entirely smartphone-based ones. This move includes both the authentication process, as well as quality control management. Our applications were also upgraded to run on the latest iPhones and our entire suite of technologies were ported to Android-based smartphones. From a financial perspective, AlpVision maintained a sustainable growth rate, a remarkable performance compared to our competitors. Industry wide, 2015 got off to a rough start when the Swiss National Bank suddenly announced that it would lift the Euro exchange rate ceiling. While sudden and unpredictable, this decision did not have a critical impact on AlpVision's business. Looking ahead, we will be launching a brand new product authentication tool in the next few months. So stay tuned, you will not be disappointed!



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