Newsletter

AlpVision SA
1800 Vevey, Switzerland
T: +41 21 948 6464

AlpVision North America
Chicago, IL 60606, USA
T: +1 312 283 8260

AlpVision China
Shanghai 200131, China
T: +86 21 2076 5516
W: www.alpvision.com

Headlines

August 1, 2017

In the News

Discover AlpVision's Brand Monitoring System

8th Global Brand Protection Summit

In the News

Our company has been active with authentication technologies for over 15 years, and billions of products are protected with our solutions each year, produced by over a hundred suppliers worldwide. As a result, there are numerous articles on the internet mentioning our company. Although many of those references are made by robots or automatic listings from conferences we attended, a number of those articles are sometimes written totally independently from us. For example, this is the case for various Anti-counterfeit analysis reports (Technavio, Infinit Research Ltd, Big market research, Markets&Markets, etc), there are also many publications like "E-commerce: a brand name's curse" in "Electron Markets", "Packaging and Product Traceability" in the "French Packaging Council", "Lubes'n'greases" publication, overview from BASF, the Business Innovation Observatory publication of the European Commission or even blogs like "Twenty-Two Ten" or "Students guide printer terms explained". Those numerous publications are an indication of the proven and lasting success of our technologies, as their usage is spreading across the industry.

Discover AlpVision's Brand Monitoring System

Implementing an authentication solution is a necessary but insufficient step to effectively protect brands against counterfeiting. Once a solution has been put in place, it is extremely important to use it, collect its results and monitor its effectiveness. During the past 15 years, we have observed that the monitoring of authentication solutions is not being used effectively and effort is concentrated on solution deployment. In order to help our customers, we have released the AlpVision Brand Monitoring System (BMS). This combination of mobile authentication and the centralized collection and analysis of data, allows for active monitoring of the effectiveness of the implemented brand protection solution. AlpVision's Brand Monitoring System uses localization, user information, product data, and authentication results to analyze global usage and prepare comprehensive monitoring reports. AlpVision's Brand Monitoring System can easily be integrated into existing deployments and can also support third-party security features.

8th Global Brand Protection Summit

If you have not met with us for some time, the 8th Global Brand Protection Summit would be the perfect place. The talks take place in Amsterdam, The Netherlands, on 3rd and 4th October 2017, the Global Brand Protection Summit provides a unique platform for executive level attendees from a range of industries including: Automotive, apparel, entertainment and luxury. The event poses important questions about the future of brand protection in the face of a dramatically changing landscape. Among others, we will be showcasing AlpVision's new Brand Monitoring System, the Smart Embossing feature, Fingerprint Brand Authentication, and AlpVision Cryptoglyph. If you have specific brand protection needs, we would love to hear about them, we can then provide you with a custom, tailored solution. No challenge is too big for us and your dreams are our limits.