

Newsletter

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Headlines

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Anti-Counterfeiting Reports

On 15th of November, **QyResearchReport** published a detailed report addressing anti-counterfeit packaging solutions for electronics. It examined top players supplying anti-counterfeit solutions, including AlpVision's Cryptoglyph. In particular, the report describes the excellent pairing between our Cryptoglyph solution, protecting printed electronic carton packaging and our Fingerprint solution protecting plastic electronic packaging. The report can be purchased [here](#). **Industry Research** also published a report about the packaging anti-counterfeit market in the pharmaceutical field. The report provides market projections until 2022 and considers solutions from the ten principal actors in the field, including AlpVision, which has been successful for years in this sector. This second report can be found [here](#).



Patent Granted for Unique AlpVision Technology



AlpVision had a new patent granted in the US for its Fingerprint technology. Entitled "Mean for using microstructure of materials surface as a unique identifier", this patent covers the latest Fingerprint technology advances while building upon the unique imaging and signal processing know-how developed by Alpvision in the past 15 years. This patent addresses the detection of counterfeit and genuine products using microscopic details made in manufacturing which render the article physically unique. In practice, it means that the deployment of this solution does not require any modification to the product and adds no manufacturing cost. A simple imaging device such as a

smartphone can be used for detection with lighting and resolution predetermined by the AlpVision application, without requiring any complex setup by the end user. Very few reliable solutions are available in this field and AlpVision has already acquired a robust track record with many rolled-out implementations worldwide.

Novel QR Code for Authentication

At the Brand Protection Congress on Nov. 22, 2017, AlpVision announced the release of a QR Code that can be used for authentication. This solution instantly detects when a QR Code has been copied. It is based on tiny modifications of the QR Code digital file that are totally invisible to the naked eye, but that our smartphone app can immediately detect. The QR Code remains readable by any standard QR Code reader, including those already available on popular apps like SnapChat, WeChat or the Camera tool. Any consumer can scan the QR Code to get the authentication application and verify that a product is authentic. This new solution complements nicely the other unique technologies which have made AlpVision successful: the Cryptoglyph and the AlpVision Fingerprint.

