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**ONLINE COUNTERFEITING DETECTION – BRAND PROTECTION – PHARMACEUTICAL PRODUCTS – PACKAGING SECURITY**

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**AlpVision Krypso<sup>TM</sup> open platform to fight counterfeited products was first disclosed at IMPACT conference in Prague**

**AlpVision, a leading solution provider for brand protection and security printing, presented Krypso<sup>TM</sup> at IMPACT, the World Health Organization's first anti-counterfeiting technology conference in Prague an open platform, that integrates various levels of product security detection as well as delivering information about the product.**

AlpVision presented its brand protection covert solutions for pharmaceutical products at the first anti-counterfeiting technologies meeting organized by WHO – IMPACT (International Medical Products Anti-Counterfeiting Taskforce) in Prague, March 13, 2007. AlpVision Vice-President, Philippe Jordan, disclosed the AlpVision integrated platform - Krypso<sup>TM</sup> to conference attendees from all over the world, including government representatives from the EU and Asia, as well as pharmaceutical security officers.

Krypso<sup>TM</sup> is a server-based authentication system which can include the Cryptoglyph packaging covert security solution as well as other security layers such as Fingerprint<sup>TM</sup> the AlpVision detection solution based on intrinsic characteristics of the product. Third party overt coding such as Bar Codes, 2D codes or OCR can also be included.

The Krypso<sup>TM</sup> solution enables brand owners to provide their supply chain with a single point of contact for both fraud detection and genuine product authentication. It also provides valuable logistics information and can generate helpful electronic notification. And it needs only standard electronics equipment such as a flatbed scanner, digital camera or camera phone.

The camera phone could play a key role in developing countries where infrastructures are limited. Often there is relatively good coverage by mobile networks. Krypso<sup>TM</sup> is FDA CFR 21 Part 11 compliant and runs on Microsoft's Internet Information Services (IIS).

First developed to help field controllers or supply chain partners performing inspection of pharmaceutical products, the Krypso<sup>TM</sup> solution is open to allow end-consumers getting access via Internet.

Cryptoglyph is the only covert (invisible) brand protection solution using standard visible ink and standard packaging production lines. Cryptoglyph now protects hundreds of millions of products worldwide.