

## COMPANY NEWS



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## AlpVision Launches Open Platform for Authentication

AlpVision has launched *Krypsos*<sup>™</sup> – an open platform that can integrate various levels of product security detection as well as delivering information about the product.

The server-based authentication system can include the company's *Cryptoglyph*<sup>®</sup> covert security solution that uses standard inks and printing systems to apply digital encrypted marks (or glyphs) to paper or packaging. It can also include *Fingerprint*<sup>™</sup>, a technology launched last year by AlpVision that creates digital codes from the intrinsic unique characteristics of the products that are being protected. Third party overt coding such as barcodes, 2D codes and OCR can also be included.

*Krypsos* was originally developed to help field controllers or supply chain partners perform inspection of pharmaceutical products. According to the company, it enables brand owners to provide their supply chain with a single point of contact for both fraud detection and genuine product authentication, as well as logistics information.

All that is required for verification is standard electronics equipment such as a flatbed scanner, digital camera or camera phone. The latter, in particular, is seen as playing a potentially key role in developing countries where communications infrastructures are limited, but where there is relatively good mobile phone coverage.

Contact: [www.alpvision.com](http://www.alpvision.com)

## Hyperlabel Advances Technology with New Alliances

Hyperlabel Technologies, developers of the infrared tagging technology of the same name (see AN Vol 11, No 4), has announced alliances with both Silverbrook Research Pty Ltd and Memjet Labels Inc, as well as enhanced serialisation, anti-counterfeiting and interactive labelling technologies.

*Hyperlabel* is a covert digital tag. It is printed in IR-sensitive ink via inkjet on to individual products or items that are coded with the product's Electronic Product Code (EPC), a secure digital signature and a coordinate grid that renders the label interactive. The tag can be printed across the whole surface of the product, so that it can be read at any point on this surface and from any angle via scanners equipped with an IR-sensitive chips. These scanners can open up hyperlinks, via connection to a PC or mobile phone - to specified websites that enable, for example, product activation or registration, as well as cen-

tral database of stored codes for product information.

The alliance with Silverbrook is for the supply of high speed inkjet printing systems and interactive paper technologies, the latter enabling Hyperlabel tags to be applied to printed publications which can then link to online web content and paper-initiated online searches. The alliance with Memjet Labels is for the provision of printers and printing solutions that will produce tagged Hyperlabels in full colour with variable print.

For customers requiring higher printing speeds than offered by inkjet, Hyperlabel has also announced its offset printing capability which can be combined with variable printing of its tags for serialisation or can stand alone for applications requiring consumer interactivity only.

Contact: [www.hyperlabel.com](http://www.hyperlabel.com)