

## Newsletter

Sept. 15, 2009

AlpVision SA  
 Rue du Clos 12  
 1800 Vevey  
 Switzerland  
 T: +4121 948 6464  
 F: +4121 948 6465  
[www.alpvision.com](http://www.alpvision.com)

## Headlines

**New Fingerprint™ application to uncover branded shoe counterfeits, using a common “off-the-shelf” flatbed scanner.**

**Extremely high robustness achieved for packaging protected with Cryptoglyph® invisible marking.**

**AlpVision exhibits at the Brand Protection Show in London, Sept. 16-17, 2009.**

To unsubscribe, please send an email to [newsletter@alpvision.com](mailto:newsletter@alpvision.com) with the text “UNSUBSCRIBE” in the subject field.

### **New Fingerprint™ application to uncover branded shoe counterfeits, using a common “off-the-shelf” flatbed scanner.**

Under its constant and unswerving commitment to bring innovative solutions based on demand, AlpVision has developed a very simple solution to uncover counterfeits for a major manufacturer of branded shoes.

An image of part of the sole, processed using the Fingerprint™ proprietary digital imaging software, is enough to identify the production of all shoes made using the same sole mould. The “Genuine or Fake” verification is performed worldwide using a common flatbed scanner. The roll-out will take place this year. This solution applies to any shoe having a moulded sole.



### **Extremely high robustness achieved for packaging protected with Cryptoglyph® invisible marking.**



The Cryptoglyph® invisible marking, based on micro differences of thickness within the varnish layer, applied with regular rotogravure printing equipment, showed outstanding properties of robustness in used packaging which had been discarded in the litter. This rubbish, even when folded, soiled and partly torn up, still contained enough invisible information to enable a highly reliable “Genuine or Fake” verdict.

Moreover, this system is not only robust, but also extremely rapid, with detection performed every 33 ms, giving about 30 verifications per second. With this device, the inspector simply places the used packaging on the detection window, in the same way that a supermarket cashier scans a barcode.

A beep signals to the inspector that the used packaging is a genuine one. Such a verification process can be performed by anyone, without any prior specific knowledge.

### **AlpVision exhibits at the Brand Protection Show in London, Sept. 16-17, 2009.**

AlpVision will showcase its range of brand protection and anti-counterfeiting solutions on **stand #128**, Sept. 16-17, 2009 in London - Olympia.

It will demonstrate its **Cryptoglyph®** covert marking, using normal visible ink and regular printing processes and the **Fingerprint™** anti-counterfeiting solution without marking, both incurring no extra production cost.



- Anti-counterfeit
- Online & Offline
- IP Protection
- Anti-parallelism



Please email at [avinfo@alpvision.com](mailto:avinfo@alpvision.com) to inform us of your attendance.

Feel free to give us your opinion on this newsletter or ask for more information via email to [newsletter@alpvision.com](mailto:newsletter@alpvision.com) with the mention “Newsletter Sept. 15, 2009” in the subject field. In the next issue, with your permission we may publish your remarks or additional information you may supply to us, if we judge it to be of interest to all our readers.