

## Newsletter

May 14, 2010

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

**Digimarc and AlpVision join forces with worldwide strategic license agreement (Press Communiqué released April, 30, 2010).**

**Important US patent granted to AlpVision.**

**A large producer of electrical equipment adopts AlpVision's Fingerprint™ solution to identify counterfeits of its products.**

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

### Digimarc and AlpVision join forces with worldwide strategic license agreement (Press Communiqué released April, 30, 2010).

Digimarc Corporation (NASDAQ: DMRC) a leading supplier of digital watermarking technologies and solutions, and AlpVision are joining forces with a worldwide strategic license agreement. The agreement enables Digimarc to benefit from AlpVision's expertise in brand protection security solutions and provides to AlpVision a gateway to the U.S. market.

"AlpVision is a leader in commercializing invisible digital marking to detect counterfeiting, and has an impressive list of customers and partners across a wide range of industries. We look forward to working with them in the launch of their U.S. office and marketing initiatives," said Digimarc's CEO, Bruce Davis.

"Digimarc's patent portfolio features a number of very valuable approaches to support our goal of providing novel, innovative technologies, products, and services to our customers in the U.S. and around the world," said Fred Jordan, CEO of AlpVision. "We look forward to a long, successful relationship with Digimarc, working together to strengthen our position in the market for anti-counterfeiting applications and services."

See full communiqué at <http://www.alpvision.com/pr.html>



### Another important US patent granted to AlpVision, March 23, 2010.

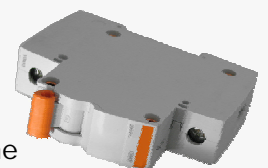


Another important patent, part of AlpVision's portfolio of 35 patents has been granted in the USA, March 23, 2010. The patent (No. 7,684,088) describes a process to prevent counterfeiting or alteration of a printed or engraved surface, characterized by the incorporation of a signature of the form of a digital mark into parts or the entire document, and in particular a digital mark technology to hide information in an invisible way through over-printing by using a method called asymmetric amplitude modulation.

This method can be applied to any type of printed material such as paper, packaging, or any other surface. Visible information can also be printed over the digital mark. It applies to packaging, labeling, carton and aluminum foils as well as value documents.

### A large producer of electrical equipment adopts AlpVision's Fingerprint™ solution to identify counterfeits of its products.

An important producer of electrical equipment has chosen to test this solution by applying it to various products of its portfolio, where the cases are produced by injection molding and which present matte surfaces. Reference images identifying the die cavities constituting the injection molds are stored in a secure database, accessible only to authorized users via the Internet. To verify whether a product is original or counterfeit, all that needs to be done is to scan or take a photo of the surface of the product and send the image to the secure server. The server returns the verdict in a few seconds: die cavity of the mold identified (original product) or not identified (counterfeit).



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 May 14, 2010" 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.