

## Newsletter

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## Headlines

**AlpVision celebrates its 10<sup>th</sup> anniversary and steady growth.**

**"Embedded QA": a new Quality Assessment device for Cryptoglyph<sup>®</sup> printers.**

**AlpVision will speak at the Product Authentication & Brand Security Conference in Chicago, IL, USA, Sept 14-15, 2011.**

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### AlpVision celebrates its 10<sup>th</sup> anniversary and steady growth.

Founded in June 2001 by three co-founders graduated from the renowned "Ecole Polytechnique Fédérale de Lausanne" Switzerland, AlpVision became profitable two years later with the deployment of its breakthrough Cryptoglyph<sup>®</sup> patented technology. This digital approach stands apart from the traditional security solutions in providing invisible marking at much lower cost resulting from the use of regular visible ink and standard printing processes (offset, flexography, rotogravure, laser, etc.).

Now used by major brands in various industries (pharma, tobacco, banking, etc.), to protect products against counterfeiting, AlpVision has deployed its solutions worldwide for multinational firms producing branded items in multiple markets. Consequently, in recent years there has been tremendous growth in the number of printers and converters regularly producing packaging and documents containing the Cryptoglyph<sup>®</sup> invisible marking, this within an increasing number of countries where these printers are located (see charts).



### "Embedded QA": a new Quality Assessment device for Cryptoglyph<sup>®</sup> printers.



This new device developed by AlpVision will provide packaging printers and converters with a portable Quality Control device with the goal of verifying the presence of the Cryptoglyph<sup>®</sup> invisible marking. The (rechargeable) battery powered system enables testing of offset plates before printing and performance of sample testing of printed matter on the printing line. This is a more convenient device to operate in the environment of the printing press room, complementing the former Quality Control tools based on flatbed scanners already deployed.

As the AlpVision "Embedded QA" hardware platform contains a full PC with Windows XP operating system, it is even possible to customize the Quality Control device to the client's needs. AlpVision's management considers this "Embedded QA" system as an important step in its development programme. It will enable to further increase the Cryptoglyph<sup>®</sup> printing productivity by allowing the control of the offset plates before printing.

### AlpVision will speak at the Product Authentication & Brand Security Conference in Chicago, IL, USA, Sept 14-15, 2011.

AlpVision will showcase a complete range of covert product authentication solutions applicable to various packaging components as well as solid items. AlpVision will also present a conference entitled: "*Centralized Authentication Feature Management in a Decentralized Manufacturing Environment*", which will show how a single computerized system located in a highly secure environment can protect the brand owner against leaks and manage a decentralized industrial organization.



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