Press Release

FOR IMMEDIATE RELEASE

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Keywords: AlpVision, iPhone, instant product authentication, Cryptoglyph®, Fingerprint™, packaging, labeling, molded products, anti-counterfeiting, covert security, PACK EXPO 2012.

AlpVision to Showcase Mobile Authentication Solution for Packaging, Labeling, and Molded Products at PACK EXPO 2012

AlpVision will exhibit at PACK EXPO 2012 and showcase its iPhone application for instant product authentication and counterfeit protection. See a live demonstration on packaging, labeling and plastic molded parts on October 28-31, 2012, Stand No S-3060 in the Pharmaceutical Pavilion at the McCormick Place in Chicago, IL.

Image (Source AlpVision)
Image Caption: Authenticating a pharmaceutical package with an iPhone

Vevey, Switzerland (ALPVISION) September 25, 2012 – Recent studies suggest that global smartphone ownership and app usage are on the rise and may become a powerful asset in the fight against counterfeiting.

For that reason, AlpVision, a world leader in digital invisible technologies for product authentication and counterfeit protection, has developed an iPhone application capable of detecting Cryptoglyph® - a digital invisible marking that is applied to cartons, leaflets, labels, and blister packs using regular visible ink and standard printing processes, and Fingerprint™ - a breakthrough authentication solution that tracks and authenticates mass produced objects manufactured by molding without changing the standard molding practices.

Unlike other mobile authentication solutions available on the market today, AlpVision's iPhone authentication application is capable of detecting covert/invisible safety features. Working in real-time, it determines the authenticity of a package or product within seconds. Product-specific and user-friendly, the application works flawlessly with a variety of packaging materials (paper, board, plastic, and glass) and packaging types (flat and round surfaces). In addition to providing instant positive authentication, it also allows brand owners to connect with and market directly to experts in the field, supply chain agents, and consumers. AlpVision's iPhone authentication application is therefore a powerful tool to perform market studies, announce product releases, promotional discounts, and upcoming news & events.

To learn more about AlpVision's mobile authentication solution and to see a live demonstration, please visit AlpVision at PACK EXPO 2012, to be held October 28-31, 2012 at the McCormick Place in Chicago, Illinois.

About AlpVision SA
AlpVision is the world's leader in digital invisible technologies for product authentication and counterfeit protection. Simple and industry-proven, AlpVision's cost-effective, high-security digital authentication solutions protect billions of branded products and packaging across industries worldwide. Authentication is performed using a standard office scanner or iPhone. Other services include Quality Assessment devices, a server-based Web application, and staff training. More information is available at www.alpvision.com. Join us on LinkedIn and follow us on Twitter.

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