



Tackling  
Counterfeiting with  
Digital Technologies

**International Medical  
Products Anti-  
Counterfeiting Taskforce**

13th March 2007

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# AlpVision: 2 Major Competencies



- ▶ **A universal solution**
  - Open to all security features
  - Server called “Krypsos”
- ▶ **A proprietary security feature**
  - Known as “Cryptoglyph”
- ▶ **= 1 billion products secured in 2007**

AlpVision:  
2 Major Competencies



# Krypsos Server

## A Universal Solution

# Usual Technological Security Process (1)

1

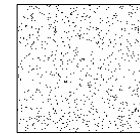
Package/Blister/Label



2

Security feature added, e.g.

❖ Cryptoglyph



❖ Fingerprint



❖ Bar codes



❖ 2D codes



❖ Etc.

# Usual Technological Security Process (2)

1



2

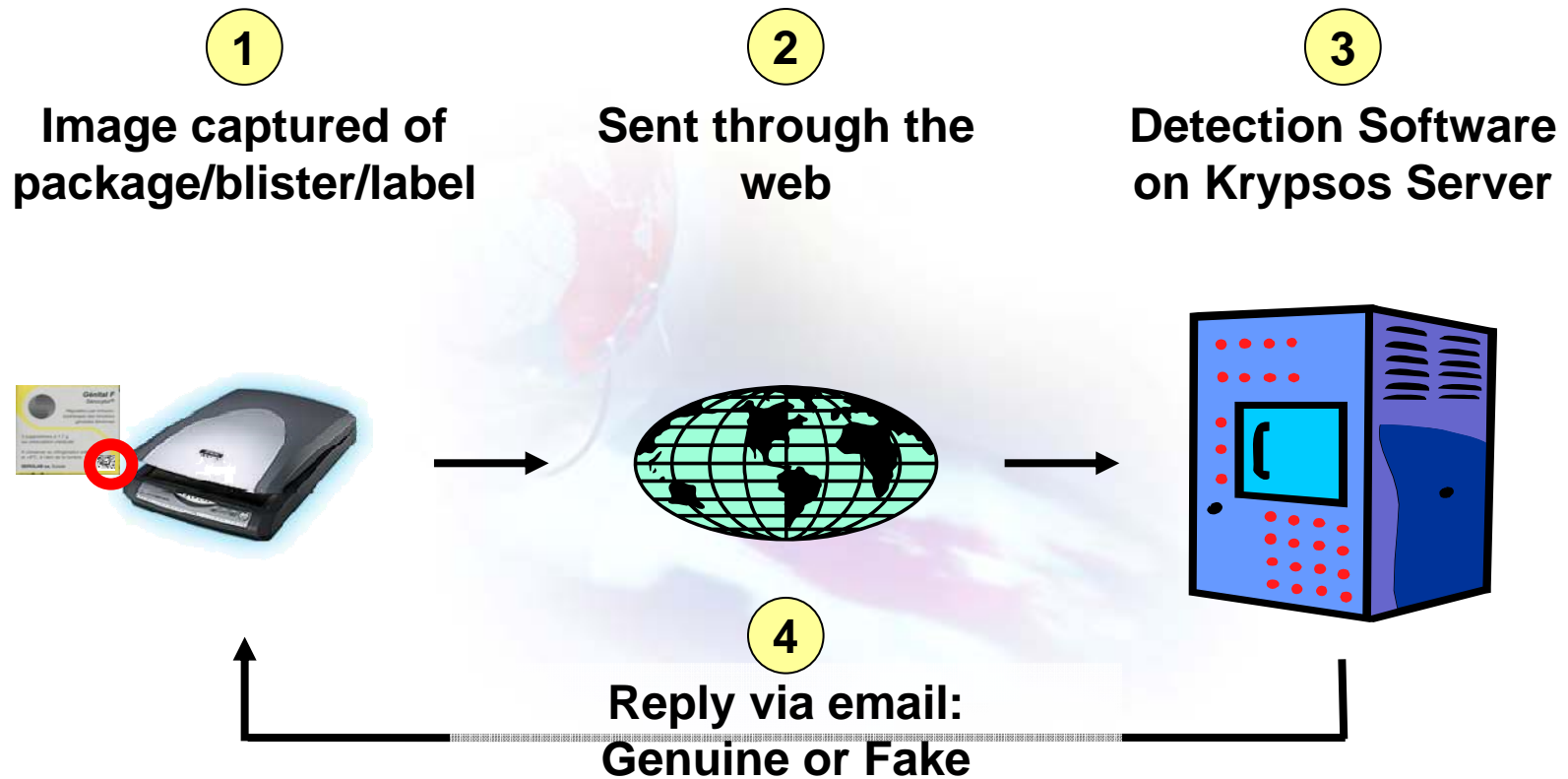
**Secured drugs**



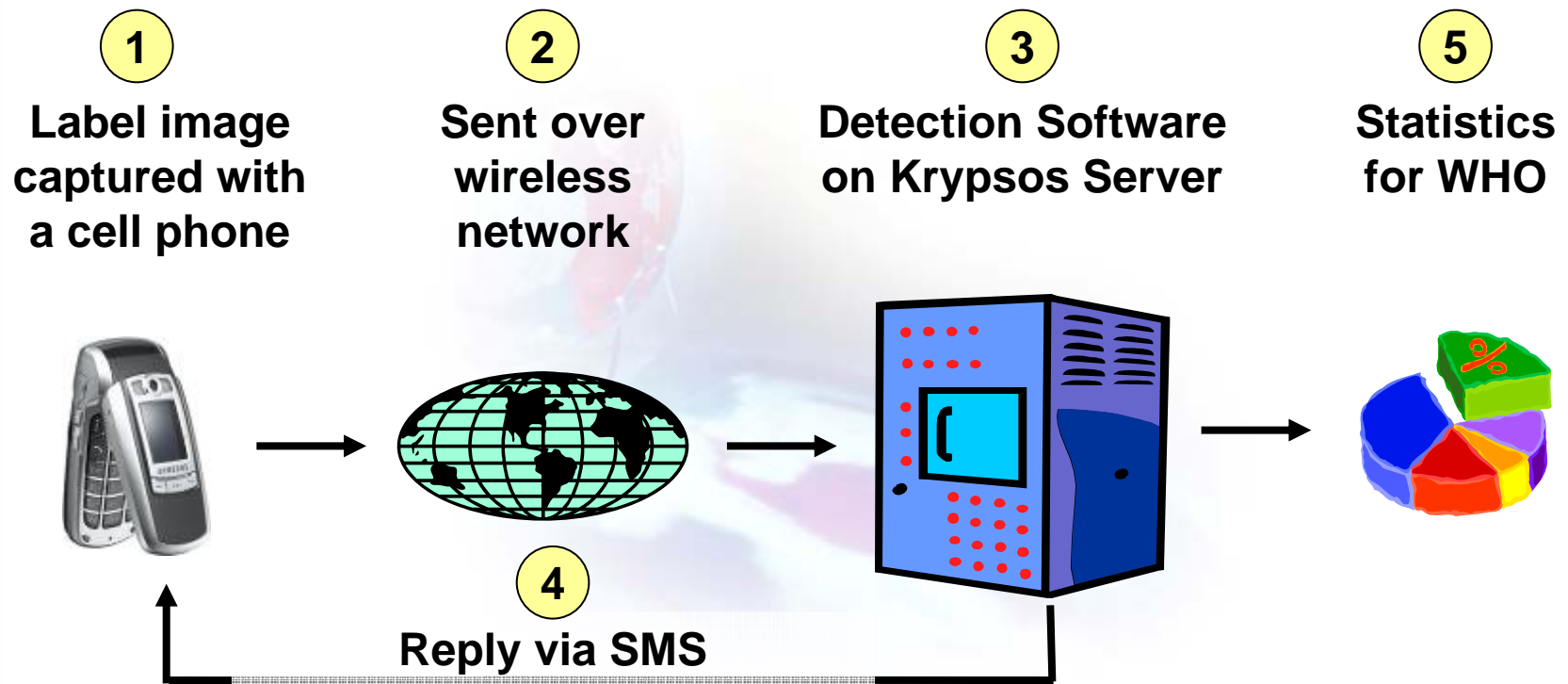
**... are controled by a reader, e.g.**



# Krypsos Authentication Process: Example Via Scanner



# Krypsos Authentication Process: Via Cell Phone



AlpVision:  
2 Major Competencies



# Cryptoglyph

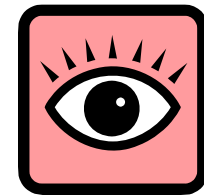
1 billion products secured in 2007

# Existing Solutions: 2 Main Categories

- ▶ Overt securities  
= **visible**

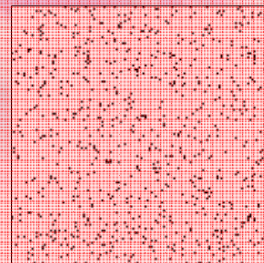


Example: holograms



Read with  
naked-eye

- ▶ Covert securities  
= **invisible**

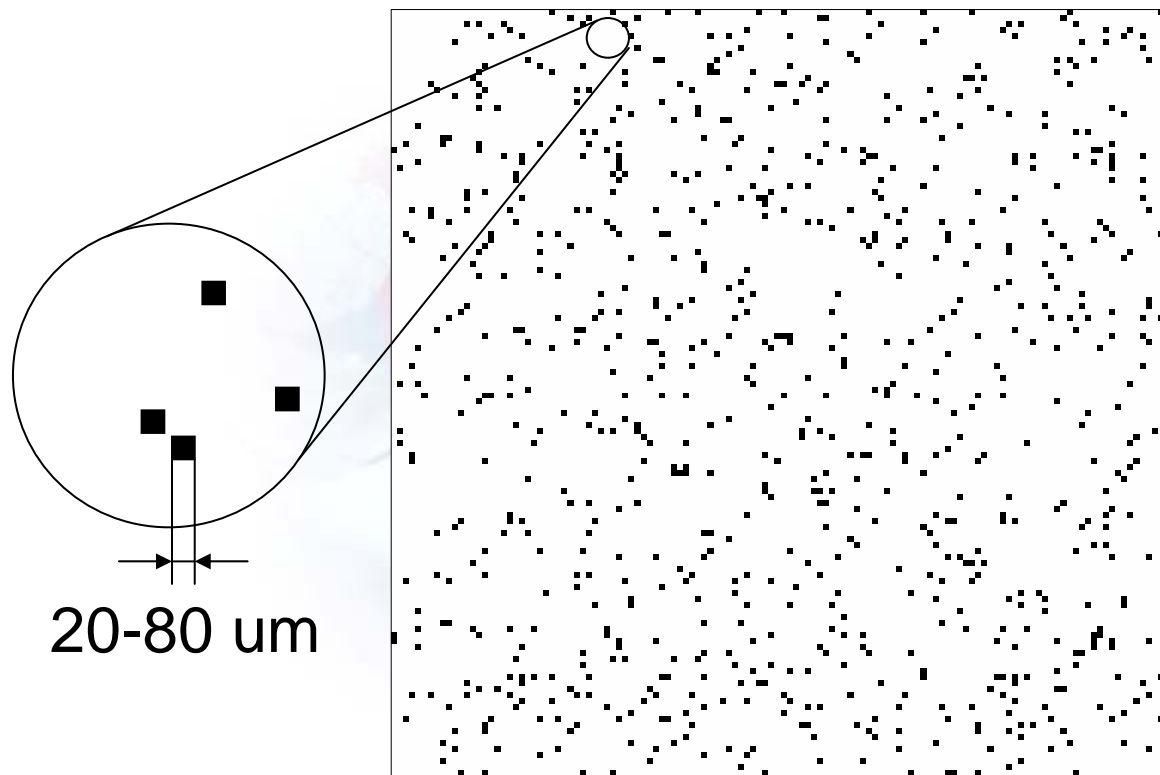


Example: Cryptoglyph

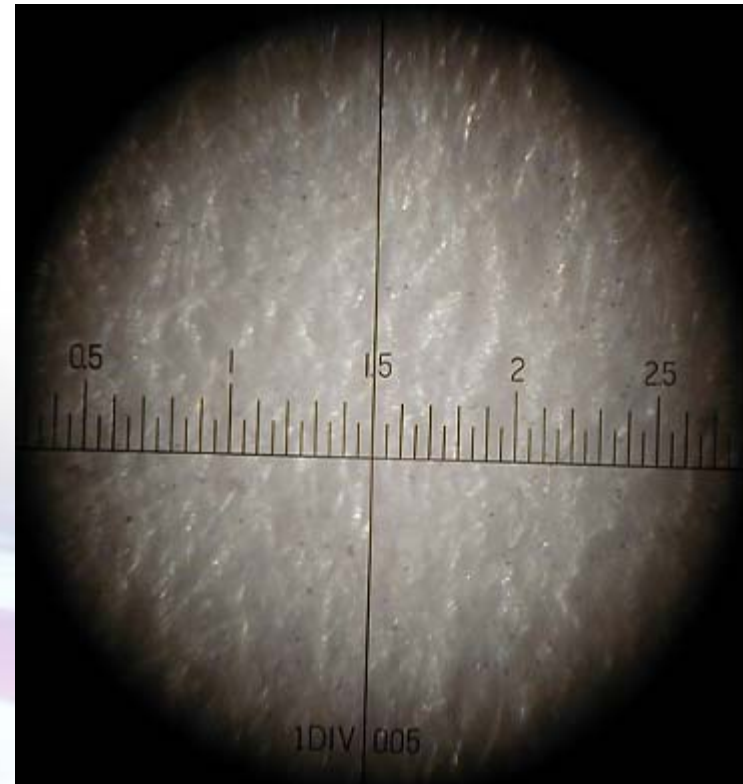
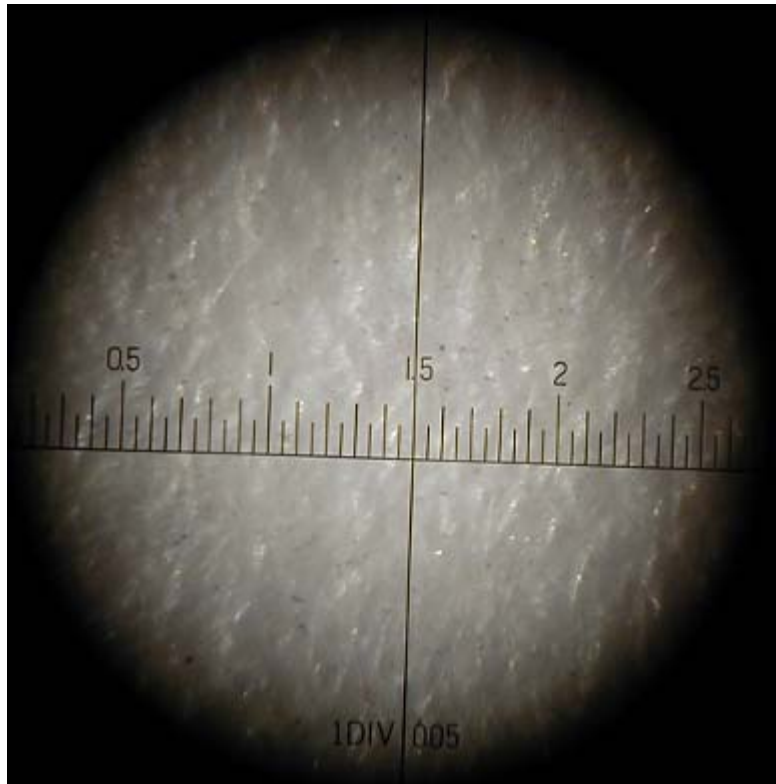


Machine  
readable

# Cryptoglyph: Invisible to the Naked Eye



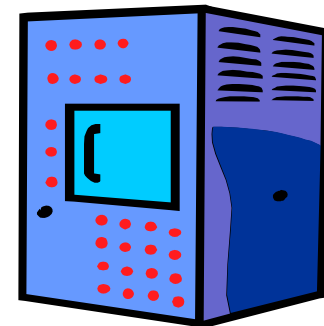
# Cryptoglyph: Undetectable



**Which image contains a Cryptoglyph?**

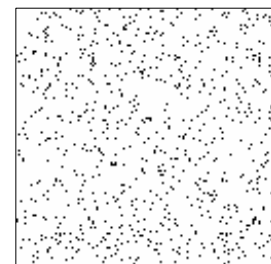
## ▶ The server:

- It is a software application
- It works with **all** security features
- The name is Krypso<sup>TM</sup>



## ▶ Some security features, e.g.

- Cryptoglyph
- FingerPrint



## ▶ **Top 5**

- Pharmaceutical manufacturer
- Food producer
- Luxury watch maker
- Swiss bank

## ▶ **Largest:**

- Government

MSOf

## Slide 13

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**MSOffice25** I suggest writing out the Cryptoglyph word in both instances.

Also, no need for the big red "The" with US.

, 2006-08-07



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