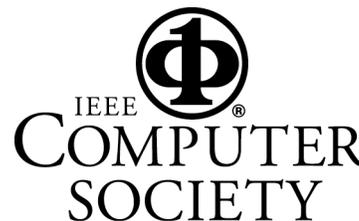


PRINCETON ACM / IEEE-CS CHAPTERS
APRIL 2009 JOINT MEETING

Security Printing and Imaging: Stopping Counterfeit Products

Steve Simske



How can you tell if you are buying a counterfeit product? Your mobile phone might help.

Counterfeit products are a growing problem. At the latest World Economic Forum, it was estimated that fakes amount to 8% of world trade, or roughly the size of Mexico's entire economy. Since counterfeiters usually target brands, many companies have developed expensive methods of combating counterfeiting in order to protect their brands. There might be better technologies – using simple printed labels. Printing is already an integral part of brand identification, and consumers are accustomed to using labels as an information source, so printing is pre-adapted to use in security. The ubiquity of high-quality mobile image capture devices (such as camera phones) may give consumers a simple way to interact with printed material on their products.

This talk also gives an overview of the science of security printing and imaging – from classification to the use of color – along with the implications for the future of customer/product interaction.

Steve Simske is a Distinguished Technologist and the Director of Security Printing and Imaging for HP Labs. His team provides brand protection, anti-counterfeiting, and forensics technologies for HP's own supply chain (and in collaboration with HP's product teams) for HP customers. Steve has performed research in medical, document, security and other imaging areas for the past two decades. His degrees are in biomedical engineering (BS from Marquette University; MS from RPI) and electrical engineering (PhD, University of Colorado). Steve is a Senior Member of IEEE, a Steering Committee member, and former Program Chair for the ACM DocEng conference series. He is the author of nearly 30 US patents and nearly 200 publications.

For more in-depth information on Security Printing and Imaging, see Steve's security printing and imaging blog: <http://www.communities.hp.com/online/blogs/securityprinting>

Date:	Thursday, April 16, 2009, 8:00 pm. (Refreshments and networking at 7:30 pm.)
Place:	Sarnoff Corp., Routes 1 and 571, Princeton, NJ
Information:	Dennis Mancl (908) 582-7086, Jan Buzydlowski (610) 902-8343
On-line info:	http://www.acm.org/chapters/princetonacm

All ACM / IEEE-CS meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.

A pre-meeting dinner with the speaker is held at 6:00 p.m. at **Ruby Tuesday's Restaurant** on Route 1. Please send email to princetonacm@acm.org in advance if you plan to attend the dinner.

