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## RFIDsec providing Privacy by Design

**Press Release from RFIDsec – for release Monday 19<sup>th</sup> June 2006 at 5:00 pm. CET**

**RFIDsec Product launch: The first privacy enabled and secure RFID tag on the market**

### **Privacy by design**

RFIDsec today announced the availability of the World's first series of RFID solutions that completely block unauthorized access to a RFID tag.

Alongside with uncontested security the RFIDsec solutions offer owners the possibility of differentiated access using a patent pending and secure access management system.

Buyer scepticism towards product's "tagged" with RFID tags has been a major obstacle for the deployment of RFID tags. The RFIDsec solutions solve this once and for all, offering the possibility to shut off the tag at the point of sale – using the RFIDsec unique feature "Silent Mode". Instead of killing the tag, the RFIDsec tag are just put in silent mode, maintaining all data for further use in reclaim situations and the like. The owner of the product carrying the tag is in complete control of the tag and the way it communicates. RFIDsec offers "Control" instead of "Kill".

### **Safety at all times**

Using a unique technology implementing cryptography on tag level, the RFIDsec tags are safe for eavesdropping all the way through the product life cycle. Combined with the patent pending Access Management System, which allows for differentiated access to the tag, both regarding the right to read and write data on the tag, the solutions are offering unprecedented safety and flexibility of use to the users of RFID throughout the product life cycle.

A set-up with multiple keys, allows to control access and data on the tag in a flexible and dynamic manner. Furthermore RFIDsec tags are protected against cloning and copying, providing unique features for product authentication and preventing counterfeit products.

RFIDsec calls this 'Privacy by Design'

"We are working with the Industry, Large Global Systems Integrators, RFID Tag Manufacturers and RFID ASIC providers and it is definitely confirmed that our technology is addressing real needs in the Market place across the various Industries. The huge interest we have met tells me that a number of the current RFID Tag Providers will want to integrate our technology on their Tags , as it seems there are no other solutions available." says Henrik Granau, CEO RFIDsec.

RFIDsec are accepting orders for privacy enabled and secure RFID solutions now!

For further information, press material and pictures please contact Mikkel Winther at [Mikkel.winther@rfidsec.com](mailto:Mikkel.winther@rfidsec.com) or +4539169444 / +4526323062.

Product descriptions will be available from the company's website. [www.rfidsec.com](http://www.rfidsec.com)

The ASIC has been developed with assistance from RFIDsec's Development Partner, DELTA. The manufacturing of the production version is managed by DELTA on RFIDsec's behalf.

### Facts

Following products are available for delivery;

- For immediate delivery RFIDsec can offer a unique Pilot Project set-up, involving a virtual tag and reader environment, allowing end-user application developments and implementation to start instantly.
- A HF (13,56MHz) ASIC with standard ISO 14443-A functionality supplemented with RFIDsec's own RSP (RFIDsec Secure Protocol). The product is offered as IC (for Tag Manufacturers) and as a Smart Label RFID Tag ready to use. RFID tags can be delivered in volumes primo 2007
- A series of basic RFIDsec software products, including the Access management application, a product authentication application and others.

Later in 2007 RFIDsec is planning to deliver a similar UHF EPC Gen2 version of its IC.

### About RFIDsec

RFIDsec's key business objective is to Research, Develop and Implement methods for Smart and Secure use of RFID technology. Our approach is to produce an RFID tag which provides secure management of information throughout the whole product life cycle from time of production to distribution to point-of-sale and beyond.

Our Corporate Mission is to be recognised as the industry leader implementing state-of-the-art solutions developed specifically to be adopted as global industry standard for security in RFID solutions.

The RFIDsec business model has been structured to form a Networked Business organization based on extensive sourcing from best-of-breed partners in R&D, production, sales, and marketing.

### About DELTA

DELTA is known throughout the world for its position at the forefront of technological development and complex testing. The company brims with creative minds and highly skilled technicians whose job is to both develop and carry out many kinds of stringent tests for customers that plan to release new products on the market.

DELTA's core technologies are electronics, microelectronics, software technology, light, optics, acoustics, vibration and sensor technology. Within these specialist fields, DELTA carries out a vast range of assignments targeted at solving specific customer problems and enabling them to meet their objectives.

DELTA also carries out a multitude of electronic equipment tests, exposing products to anything from cold, heat, humidity and vibrations to knocks and splashes of water. Using real-life situations is a good test of durability and performance. The fact that half the products fail their test proves that the DELTA test centre has an important role to play in product development and in ramping products up for launch.

Ever since 1941, DELTA has assisted companies achieve success by maintaining and strengthening their competitive edge, helping their ideas meet the real world. DELTA has its head quarters in the Research Centre Scion-DTU in Hørsholm and a staff of 250.