# SecureRF to Showcase it's Veridify® Anti-Counterfeiting Solution at the IACC 2015 Spring Conference

## Veridify protects the brands with the most advanced anti-counterfeiting solution available today

**Highlights:**
- SecureRF to showcase its Veridify anti-counterfeiting solution at the International Anti-Counterfeiting Coalition (IACC) Spring 2015 Conference, April 29 – May 1, 2015 in San Diego, CA.
- Veridify's "smart" technology inserts intelligence into products and packaging – providing extra levels of security that protect brands against counterfeit activity.
- Utilizes mobile technology and a consumer smartphone app to empower consumers and commercial partners to instantly verify a product's authenticity – from anywhere and at any time.
- Optional "cloud" service that provides real-time product interest data that can be leverage to create unique one-to-one marketing opportunities.

**SHELTON, CT, April 28, 2015** – SecureRF Corporation will be participating in this week's anti-counterfeiting conference in San Diego hosted by International Anti-Counterfeiting Coalition – the world's largest non-profit organization devoted solely to protecting intellectual property and deterring counterfeiting. During the IACC Spring 2015 Conference, April 29 – May 1, SecureRF will be showcasing its Veridify intelligent product solution that can help protect brands against the effects of counterfeit activity while creating real-time, one-to-one consumer engagement opportunities.

Veridify, a product authentication and anti-counterfeiting solution based on Near Field Communication (NFC) technology, expands and strengthens a manufacturer's anti-counterfeiting reach by enabling consumers and commercial partners to instantly validate a product's authenticity through an easy-to-use smartphone application. Additionally, Veridify offers an optional consumer "cloud" service that allows companies to capture and retrieve real-time product interest information that can be leveraged to fine-tune merchandising strategy and deliver high-impact, direct-to-consumer marketing touches to nurture incremental revenue.

"SecureRF is excited to once again be participating at an IACC event," said Louis Parks, SecureRF's CEO. "We are looking forward to building on the interest generated at last fall's event by demonstrating the added levels of protection and marketing opportunities that Veridify can bring to IACC member companies."

Veridify incorporates the strongest security methods available to provide a full range of highly secure identification and authentication functions.  The embedded security methods also prevent copying or cloning of the associated tags.

The Veridify solution is applicable to various industries including luxury fashion, liquor and wine, electronics, pharmaceutical and any other manufacturer of high-value goods that are often the targets of counterfeiters.

**More About Veridify**
The Veridify application currently operates on the Android platform, and the company plans to port it to other smartphone operating systems as vendors announce NFC-enabled models. The company will make the consumer app available through various markets and will provide customized solutions to commercial customers.

Veridify is designed to work with or without wireless connectivity. Users simply need to launch the Veridify application, tap their phone to the Veridify logo on the product, and observe their screen as an immediate and secure authentication is provided – if the product is genuine. If a product cannot be verified, then the user is notified with an appropriate message.

Additional features employ wireless connectivity for retrieving product information or related offers from the Veridify cloud.  Commercial users in the field can collect a wide range of information such as quantities, asset condition, or service records, along with verification of time and location.


**About SecureRF**
SecureRF Corporation – Securing the Internet of Things® – provides security solutions for embedded systems and wireless sensor technologies used in non-traditional payment systems, secure supply chain management, cold chain management, and anti-counterfeiting applications in the pharmaceutical, fashion, spirits, defense, and homeland security sectors.  The company's technology is based on a breakthrough in public-key cryptography that is computationally efficient, yet highly secure and available as a software development kit, Verilog/VHDL, or as a core for FPGAs and ASICs.  SecureRF also offers the LIME Tag™ - a range of highly secure NFC, UHF and Bluetooth LE sensor tags along with its anti-counterfeiting solution – Veridify®.

For more information on anti-counterfeiting, cybersecurity or securing the Internet of Things, please contact us at info@SecureRF.com.  More information about SecureRF can be found on its Web site at http://www.SecureRF.com.  SecureRF's insights on security can be found on its blog at http://www.SecureRF.com/blog.  Follow us on Twitter: https://twitter.com/SecureRF.

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