



Alien Technology(R) Bolsters Higgs-3(TM) RFID IC Security With "Dynamic Authentication"

MORGAN HILL, CA -- 09/16/09 -- Alien Technology is pleased to announce "Dynamic Authentication" -- yet another addition to its feature rich Higgs-3 RFID IC, further enhancing data integrity for security, brand protection, and authentication applications.

Explains Victor Vega, Alien Technology Marketing Director: "Dynamic Authentication further enhances security of the Higgs-3 IC by incorporating a challenge/response algorithm which defeats static cloning attempts of the Higgs-3 IC. This innovative custom feature is a verification process comprising a dynamic interaction between the reader and the tag, and is a function of several parametric tag characteristics whereby the tag's signature is challenged by the reader for Higgs-3 authenticity and confirmed by the host to provide customers with a cost effective, secure identification measure."

UHF RFID continues to expand its reach to anti-counterfeit and authentication applications, especially for high value goods or where brand protection, safety, or security is paramount. In addition to incorporating all of the standard and optional protocol commands, Alien's Higgs-3 IC includes several custom features aimed at bolstering security and authentication.

Dynamic Authentication is offered in addition to the permanently encoded 32-bit TID and the unique 64-bit factory programmed UTID, which come standard in the Higgs-3 IC. Used in conjunction with the EPC data (up to 480-bits) or the USER data (up to 512-bits), this ensures uniqueness and alleviates counterfeit clones. Additionally, Higgs-3 includes password protected read lock viewing permissions for the User data.

Said Otello Azzali, Vice President of Aton, S.p.A.: "Alien's Higgs-3 feature set has proven effective in anti-counterfeit applications, and has been instrumental in alleviating problems associated with gray markets, especially in high value garment applications where brand protection is of utmost importance."

About Aton

Aton S.p.A. has twenty years experience in Mobile and Wireless applications providing strategic solutions and managed services for the Mobile Workforce. Aton provides solutions for customers managing a mobile workforce to control and improve their field workforce efficiency and performance. www.aton.eu.

About Alien Technology

Alien Technology is a leading provider of UHF RFID products and services, including RFID ICs, inlays, readers, and RFID education. Alien is headquartered in Morgan Hill, California, with its subsidiaries Alien Technology Asia in South Korea and Quatrotec, in Millbrae, California. The RFID Solutions Center is located in the Dayton, Ohio region. Alien maintains sales offices in the US, Europe, and Asia.

Learn more about Alien's award-winning Higgs-3 RFID IC, our performance-leading Squiggle® inlay product line, and the renowned RFID Academy at: www.AlienTechnology.com.

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