



## News Release

### **RFID Security Alliance Presenting at RFID World**

#### ***Panel Discussion: RFID Security Should Not Be an Afterthought***

**California, September 2, 2008** – Members of the RFID Security Alliance (RFIDSA) are participating in a panel discussion at the RFID World conference titled “RFID Security Should Not Be an Afterthought.” The talk will be presented on Tuesday, September 9, 2008 from 1:00 pm — 1:50 pm in Las Vegas, NV.

“Educating the RFID community about security issues is one of the RFIDSA’s primary objectives, so speaking at RFID World is a great fit for us.” said Mike Ahmadi, chairman of the RFIDSA. “RFID technology offers great benefits; however, the technology also introduces a number of new business risks that need to be balanced.”

Members of the RFID Security Alliance will discuss strategies to minimize or mitigate risks associated with implementing radio frequency identification (RFID) solutions, and how to comply with industry regulations and governing laws (e.g. SOX, FDA). These risks include:

- Cloning of tags
- Fraud and error as a result of tag data manipulation
- Malware and viruses stored on tags
- Hacker attacks at the point of sale, cyber shoplifting
- Various forms of tag tampering and other physical security concerns
- Asset tracking exploitation through unauthorized tag removal
- Interruption of business continuity as a result of attacks against IT infrastructure (readers, edge servers, backend systems)

To fully enjoy the benefits of RFID, these risks need to be addressed adequately. A holistic approach is required analyzing a RFID system end-to-end to identify potential threats and their business impact.

Speakers include these RFIDSA members:

- Lukas Grunwald, CTO at NeoCatena Networks
- Joanne Kelleher, Director of Marketing at SecureRF Corporation
- Vivek Khandelwal, Director, RFID marketing at Verayo
- Mark Schaeffer, CEO at GraniteKey
- Andrew Strauch, Vice President, Product Marketing and Management at MIKOH Corporation

#### **About the RFID Security Alliance**

The RFID Security Alliance (RFIDSA), a California corporation, was founded as a resource for the RFID industry, driving market education and discussion about security and privacy issues surrounding

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the use of RFID technologies, solutions and applications. More information about RDIDSA can be found on its Web site at [www.RFIDSA.com](http://www.RFIDSA.com). Insights into RFID Security can be also found on the association's blog at <http://rfidsa.blogspot.com/>.

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