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News Release

SecureRF Joins DASH7 Alliance

Brings Security Expertise to Wireless Standards Consortium

WESTPORT, CT, October 12, 2010 –SecureRF Corporation, developer of asymmetric security solutions using the world’s first linear-based security methods, today announced they have joined the DASH7 Alliance, a non-profit industry consortium. As a member of the DASH7 Alliance, SecureRF will work with more than 50 participating companies from around the world to advance the development of security methods and standards for the DASH7 wireless sensor networking standard.

“The DASH7 Alliance is producing great advances in wireless sensor network protocols and critical input to the ISO 18000-7 standard,” stated Louis Parks, president and CEO of SecureRF. “We are very excited to see their strong commitment to implementing security and their aggressive roadmap makes the Alliance a great partner for developing and promoting our public-key authentication and data protection solutions.”

SecureRF’s patented algorithm, the Algebraic Eraser™, is the first public-key method to run in linear time and perform thousands of times more efficiently than currently available security methods. This significant improvement in performance, combined with low power requirements and a small footprint, makes the company’s solutions ideal for low-resource platforms like DASH7. In addition to DASH7, the company is developing solutions for sensors, high-performance networks, and machine-to-machine systems, like those proposed for the Smart Grid, where stronger authentication and security will be critical to public implementation.

“Security and privacy are important issues to our members,” said Patrick Burns, president of the DASH7 Alliance. “We are looking forward to SecureRF’s contributions in extending the security story for the DASH7 standard and DASH7-enabled devices.”

Products utilizing the DASH7 protocol simplify the way to connect with the people, places and things around us. Operating in the license-free 433 MHz spectrum, DASH7 offers multi-kilometer range, multi-year battery life, sensor and security support, and tag-to-tag communications. DASH7 devices operate on a single global frequency and are interoperable "out of the box" regardless of application and by design do not require cumbersome application profiles. DASH7 is the brand given to the ISO 18000-7 standard for active RFID similar to the use of the WiFi brand for IEEE 802.11 communications.

In addition to their general member participation, SecureRF is working with the DASH7 Alliance to deliver a functional pilot for the commercial sector early next year.

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About the DASH7 Alliance

Formed in 2009, the DASH7 Alliance is a non-profit industry consortium with more than 50 participants that promotes the use of the ISO 18000-7 standard for wireless sensor networking. Device integrators, semiconductor vendors, systems integrators, academia, and end-users work together to bring DASH7 technology to many industries and applications. Participating organizations include Analog Devices, Arira Design, Cambridge University, Chung Nam Electronics, Confidex, Cubic, Damco, DH Technology, Dow, Evigia Systems, Guard RFID, Identec Solutions, KPC, Lockheed Martin, Lyngsoe Systems, Melexis, MET Laboratories, Michelin, Novitaz, Odette, OnAsset Intelligence, Revere Security, RFind, Semtech, Savi Technology, SecureRF Corporation, ST Microelectronics, Syrma, Texas Instruments, U.S. Department of Defense, U.S. Department of Energy, University of Nebraska, University of Wisconsin, and VI Service Network. Membership is open to end users, technology providers and research organizations. For more information, please visit www.dash7.org.

About SecureRF

SecureRF Corporation provides security solutions for embedded systems and wireless sensor network technologies used in high value asset tracking, monitoring and anti-counterfeiting applications in the pharmaceutical, food, defense, homeland security and other sectors. The company's technology, based on a breakthrough in public-key cryptography that is very computationally efficient yet highly secure, provides strong authentication and data protection. SecureRF's recently announced LIME Tag™ 2.0 is a secure, battery-assisted, UHF RFID tag, which is EPCglobal Gen 2 compliant, with optional sensors including cold chain management functionality. SecureM2M™, a security software development kit (SDK), provides strong authentication and data protection solutions for low-resource platforms such as microcontrollers and integrated circuits. More information about SecureRF can be found on its Web site at www.SecureRF.com. SecureRF's insights into RFID Security can be found on its blog at www.SecureRF.com/RFID-Security-blog/.

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