



SecureRF Selected in GE ecomagination Challenge: GE and Venture Capital Partners to Invest \$55 Million in 12 Firms.

In November, GE and its venture capital partners announced a collective investment in leading power grid technology companies as part of the “GE ecomagination Challenge”.

SecureRF is one of twelve firms selected for partnerships to share in the initial \$55 Million investment. GE is actively negotiating investments and other commercial agreements with the companies and academic partners.

SecureRF provides security solutions that address lower-powered embedded devices like those that will be used throughout the Smart Grid. Its Algebraic Eraser™ is a public-key cryptography method designed for resource-constrained devices like meters and sensors. GE’s Digital Energy business can draw on this security technology for the smart grid to help utility customers alleviate consumer privacy and data security concerns.

This is the first of several rounds of innovation funding planned by GE and its venture capital partners as part of the Challenge, a \$200 million global commitment to accelerate the development and deployment of power grid technology through open collaboration. One of the largest initiatives of its kind, the 10-week GE ecomagination Challenge attracted 70,000 technologists, students, entrepreneurs and start-ups submitting their best ideas to build the next-generation power grid. The open innovation platform generated nearly 4,000 entries from more than 150 countries.

IN THIS ISSUE

- SecureRF Selected in GE ecomagination Challenge
- Presentations
- SecureRF Reminders
- Happy Holidays

RFID SECURITY BLOG

Do you want to learn more and participate in the discussion on RFID Security? Visit the RFID Security blog. Recent topics have included:

- Attended the GE ecomagination Challenge award ceremony: SecureRF selected for investment
- Harvard Business Review and Tomorrow’s Smart Grid
- Demystifying Smart Grid Security
- Writing for the DASH7 Wireless Sensor Networking Blog

And more...

Read these entries and add your comments at www.securerf.com/RFID-Security-blog/.

More information is available at:

- GE Reports: Revving-Up Start-Ups in a \$20 Billion Power Grid Tech Market - <http://www.gereports.com/revving-up-start-ups-in-a-20-billion-power-grid-tech-market/>
- GE ecomagination Partners (use arrows) - <http://www.ecomagination.com/announcements>
- Hartford Business Journal article: Wireless Security Start-up Gets State, National Millions - <http://www.hartfordbusiness.com/news16045.html>

Presentations

- Earlier in December, SecureRF presented at the RFID Security Alliance Monthly Open Forum on DASH7 & Security.
- Louis Parks was part of panel discussion on DASH7 wireless data technology at the November meeting of the MIT Enterprise Forum of Cambridge RFID SIG (Auto-ID and Sensing Solutions). View the presentation at the [DASH7 website](#).

SecureRF Reminders

LIME Tag: SecureRF is accepting project and pre-order inquiries for the new LIME Tag™ Sensor 2.0. This battery-assisted passive (BAP) RFID tag with public-key Onboard Security™ contains a temperature sensor and has ports for 4 additional sensors.

The LIME Tag Sensor 2.0 provides a flexible platform to meet a wide range of industry needs for security and sensing while supporting the ISO18000-6 standard. Users can significantly reduce costs and risks associated with new projects with the LIME Tag's flexible configuration and implementation options. If you are interested in the LIME Tag 2.0, please contact us at Sales@SecureRF.com. View the spec sheet at www.securerf.com/pdf/LIMETagSensor2.pdf.

ABOUT SECURERF

SecureRF Corporation provides security solutions for wireless sensor networks, radio frequency identification (RFID), embedded systems, machine-to-machine (M2) and other low resource devices. SecureRF's methods enable high value asset tracking, monitoring and anti-counterfeiting applications in the pharmaceutical, defense and homeland security sectors. The company's technology, based on a breakthrough in cryptography that is lightweight yet highly secure, provides Onboard Security™ features such as authentication and data protection for passive, semi-active and active RFID tags and other embedded systems. SecureRF supports EPCglobal, DASH7 and ISO standards and offers both standard and custom products with optional sensors.

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White paper: [An Introduction to Cryptographic Security Methods and Their Role in Securing Low Resource](#)

[Computing Devices](#): An Overview of Public-key Cryptosystems based on RSA, Diffie-Hellman and the Next Generation of Public-key Cryptographic Security for Low-Resource Computing Devices - the Algebraic Eraser™. This was written as an introduction to the topic for business people, engineers and logistics folks.

Download it now (no registration required) at www.securef.com/white.shtml.

Happy Holidays

As we approach the end of 2010, we would like thank our customers, investors and friends for their continued support. We wish you and your families a happy and healthy New Year.