

Bartronics and Verayo introduce “Unclonable” RFID tags to Indian Market

Hyderabad India, September 3, 2009: Bartronics India Limited (Bartronics), one of India’s largest bar code and RFID technology companies announced that it has partnered with Verayo, a security and authentication solutions provider, to provide cost-effective RFID offerings to the Indian market.

The partnership enables Bartronics to introduce Verayo’s unclonable RFID chip to India. Verayo’s RFID chip is based on a breakthrough “silicon” biometric technology called Physical Unclonable Functions (PUF). PUF technology is a type of electronic DNA or fingerprinting technology for silicon chips that renders the chips unclonable. Working together, Bartronics’ RFID tags will incorporate Verayo’s unclonable RFID chip, and can be used in applications such as consumer product anti-counterfeiting, mass transit tickets, secure IDs and access cards.

“In an expanding market, need for differentiated RFID Solutions is the key and our partnership with Verayo with its unique technology, enables us to address a cost-effective and a niche service offering which is the need of the hour for our customers”, said Srinivasa Parasa, Chief Scientific Officer, Bartronics India.

About Bartronics

Incorporated in 1990, Bartronics is a Hyderabad based company that started with providing solutions in Bar Coding, one of the oldest AIDC technologies. The Company’s focus today extends to RFID, POS, Smart Cards working as AIDC division, RFID division, Smart Card Division and Retail-IT division.

Bartronics’ focus is on supply chain and inventory management, logistics, time, attendance and asset tracking systems. Bartronics’ knowledge of products, technologies, implementation skills and understanding of the market place make us a dominant player in the domestic markets, and help us share exclusive relationships with many of the leading vendors in the world.

For more information on Bartronics visit www.bartronicsindia.com

About Verayo

Verayo was founded in Silicon Valley in 2005. The company is focused on building security and authentication solutions based on Silicon Physical Unclonable Functions (PUF) technology, which was invented and first implemented at MIT by Prof. Srinivasa Devadas and his team. Since its founding, the Verayo team has designed, built, and tested ICs using PUFs and built-up a growing body of additional IP and substantive know-how beyond the initial IP that Verayo licensed exclusively from MIT. Verayo is funded by Khosla Ventures and has assembled an experienced Advisory Board drawn from the semiconductor and security industries. In addition to developing commercial products, the company is working on projects for various U.S. Defense Agencies.

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