

## **FOR IMMEDIATE RELEASE**

### **ORBID Corporation Unveils Secure Product Protection Suite**

*Offers advanced product authentication and tracking capabilities, and profit protection assistance for manufacturers of medical devices and luxury goods*

SAN FRANCISCO, Calif., October 30, 2007 – ORBID Corporation, Inc., the leading provider of fingerprint/Unique Identity (UID) solutions for cost-effectively and securely ensuring the authenticity and integrity of products, today unveiled their Secure Product Protection Suite. This comprehensive solution was created to help manufacturers address a myriad of challenges that include identifying counterfeits, identifying/stopping diversion and fraud (replacement, repair, return and warranty), and ensuring government regulatory compliance.

ORBID Secure Product Protection Suite (SPPS) currently covers three key areas: Risk Awareness, Authentication and Track & Trace. ORBID 2DMI (2 Dimensional Marker Identification), a patented marker solution, is the cornerstone. It utilizes chaos principles to encrypt data (i.e. serial number, production date, customer ID) into unique serialized two-dimensional marks that can be sized (as small as 10 microns) and applied overtly or covertly on almost any surface (rough, uneven, sticky), using common production techniques.

“An ongoing challenge faced by manufacturers is dealing with the types of activities that can devastate profits, such as counterfeit, grey market, and fraudulent returns,” said Tracy Currie, president and CEO of ORBID Corporation. “We decided that to best combat this, we needed to provide manufacturers with a very cost-effective, suite of products and services that can be rapidly and seamlessly integrated with their current manufacturing and business processes.”

### **ORBID Secure Product Protection Suite**

Initially, there will be three components to the Secure Product Protection Suite.

1. Risk Awareness is handled by ORBID’s seasoned team of experts. Working closely with the brand owner, ORBID’s team will assess immediate and longer-term threats to the brand or family of brands. ORBID will recommend solutions that are quickly

deployable, taking into account the realities and limitations of in-place manufacturing and distribution infrastructure and processes.

2. Authentication is provided by ORBID 2DMI, a software application that enables the two-dimensional (encrypted) marking of products to providing unique identification for both overt and covert purposes on any type of surface.
3. For the Track & Trace component, ORBID has teamed up with Verify Brand, a leading provider of Web-based product security solutions. With their web-based product authentication, track and trace solution, Verify Brand can dramatically increase the detection and deterrence of unauthorized activity in real time and significantly increase brand owner's visibility into a supply chain.

Moving forward, ORBID plans to continue to add complementary products and services to the SPPS. Future additions to the suite will include a Monitor & Enforce component.

"ORBID has its finger on the pulse when it comes to the type of profit-eating and regulatory problems being faced by manufacturers of medical devices, luxury goods and other types of products," said Kevin Erdman, president of Verify Brand. "We've teamed up with ORBID so that our Web-based, product security system can be a part of a well-defined and comprehensive solution that companies can implement today and maintain for ongoing future protection."

The ORBID Secure Product Protection Suite is available immediately. More information is available at <http://www.orbidcorp.com/spps.php>.

**About ORBID Corporation:**

ORBID Corporation is the leading provider of fingerprint/Unique Identity (UID) solutions for cost-effectively and securely guaranteeing the authenticity and integrity of products. ORBID's unique 2DMI (two-dimensional) mark can be applied overtly or covertly on almost any surface (rough, uneven, tiny) using common production techniques, and read with everyday technology. A growing list of companies have adopted ORBID UID solutions for handling their anti-counterfeiting, brand protection, diversion control, return fraud, regulatory compliance, and inventory control needs. ORBID Corporation is a U.S.-based company headquartered in San Francisco, California with an office in Shannon, Ireland. More information is available at [www.orbidcorp.com](http://www.orbidcorp.com).

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