

Steven Humphreys, Chief Executive Officer, Talks About Growing Traction For Identiv Solutions

"In The Boardroom" On SecuritySolutionsWatch.com

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Steve Humphreys told us, "I think we're all familiar with the convenience of the digital world — the world where Netflix knows what you want to watch next and Amazon knows what you're going to buy next. Identiv's vision is to bring the benefits of the digital world to the physical world. We have a variety of products and go-to-market strategies that are putting us in a leading position to deliver those benefits. We see a major market opportunity as the physical world goes online, and we want to be the leading platform to get there.



Steven Humphreys,
CEO, Identiv

"...the U.S. federal government overall is one of our biggest customers. You'll find Identiv physical access, smart card reader, and credential technology in many government agencies. For example, we are providing the physical access control in many of the IRS field offices. These offices are very security-oriented, but also very convenience-oriented. From issuing to revoking access rights — we provide the platform to ensure that only the right people are getting in at the right time.

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We are honored to have Steve Humphreys, CEO, Identiv, join us "In The Boardroom" to talk about the Company's growing traction including 1 billion transponders deployed and 5,000+ customers."

Martin Eli, Publisher

"You'll find Identiv in about a third of the U.S. embassies worldwide, Veterans Administration hospitals, NASA, DoD, DoJ, DoHS — you name it, we're in it. We're also at the border. We recently entered into a partnership with Corvus Integration and our uTrust 4501 F Dual Interface Smart Card Reader Board is integrating with the Corvus Tetrad biometric solution. The combined biometric and smart card solution is used to enhance security for border patrol.

"Education is a big market for us. We provide campus-wide access control solutions that monitor and control entry

points at all buildings, a complete ID badging module, instant lock-down or lock-up features, and integration with student, employee, and predator databases.

"For financial services, and several other verticals, like retail and hospitality, we're really excited about our acquisition of 3VR. 3VR's video intelligence solutions offer a single platform for real-time security and consumer insights, enabling organizations to protect employees, customers, and assets as well as improve store operations and shopping experiences. 3VR's open, pluggable platform leverages existing customer infrastructure and allows them to expand their systems' capabilities seamlessly.

Al Shipp, 3VR CEO, added, “The 3VR team is excited to be joining the Identiv team, Identiv shares our passion for innovation, enabling a new level of security and business intelligence solutions. This combination offers greater scale that will accelerate that innovation, creating more value for customers, which has been a core tenet of 3VR’s since our founding.”

Steve Humphreys also told us, “We’re able to provide the healthcare industry with secure access to ER, pharmacy, radiology, maternity, and parking areas. Our solutions integrate with video, infant tags, patient bracelets, and wandering patient systems. We can help identify visitors, badge and ID staff, track and verify temperature-sensitive tools, and so much more.

Recently, for its one-time CADence patient booklets, AUM Cardiovascular chose Identiv’s intelligent inlays to protect privacy by de-identifying patient information stored and read in the one-time booklets. The booklets are part of CADence, a non-invasive handheld acoustic and ECG device that helps physicians detect physiological and pathological heart murmurs.

“Security and analytics systems are complex, and yet must be integrated with other systems to deliver their benefits to our customers. Our Identiv Global Services team provides a superior experience with 24/7 assistance from our highly experienced support and system engineers, “find one, fix many” early access to patches, premier insight into product enhancements, and even a direct line to Identiv Product Management and Engineering. We’re providing comprehensive, end-to-end services to support our customers, including mobile, automation, cloud, asset management, monitoring, and SP 800-171. We have an integration team that will write the drivers for the specific infrastructure that a customer has — we’re here to delight our customers every step of the way.

“We’re really excited about Identiv’s iAuthenticate™ 2.0 OtterBox®, an iOS smart card reader designed for OtterBox® uniVERSE, Apple® iPhone®, and iPad. Believe it or not, this will be the first time that DoD service people will be allowed to access their content — email included — through their mobile devices in a convenient form factor. With iAuthenticate 2.0, a user takes their government ID badge and inserts into the reader, which connects via the lighting port on the device. It’s completely secure. In fact, none of the content actually goes onto the device, it’s simply displayed, yet stays on the server, and even then, comes across encrypted. We’ve already shipped several thousand units. Of course, this isn’t just a product for the U.S. government, it will benefit any organization where we see the increase of BYOD.

The graphic features the Identiv logo at the top, followed by the slogan "Identiv Connects and Protects: People. Places. Things." Below this is an icon of a building with a padlock, representing physical access control. At the bottom of the graphic is the text "Physical Access Control".

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For additional insights from Steve Humphreys, CEO, Identiv, please click here for the full interview:

<http://www.securitysolutionswatch.com/Interviews/in Boardroom Identiv Humphreys.html>

About Identiv

Identiv, Inc. is a global provider of physical security and secure identification. Identiv's products, software, systems, and services address the markets for physical and logical access control, video analytics and a wide range of RFID-enabled applications. Customers in the government, enterprise, consumer, education, healthcare, banking, retail, and transportation sectors rely on Identiv's access and identification solutions. Identiv's mission is to secure the connected physical world: from perimeter to desktop access, and from the world of physical things to the Internet of Everything. Identiv is a publicly traded company and its common stock is listed on the NASDAQ Capital Market in the U.S. under the symbol "INVE." For more information, visit www. Identiv.com.

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What's YOUR authentication, cybersecurity, physical security, mobility, or "smart" solution? What's YOUR Blockchain or FinTech solution?

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