



IDENTIV SUPPORTS PRESIDENT OBAMA'S PLAN TO INCREASE CYBERSECURITY AND CALLS FOR U.S. CONGRESS MANDATE FOR ALL ORGANIZATIONS

FREMONT, Calif., January 13, 2015 — [Identiv](#) (NASDAQ: INVE), a global security technology company that provides trusted identity solutions for premises, information, and everyday items, today announced strong support of President Obama's plan to increase cybersecurity. The company calls for a U.S. Congress mandate for all organizations to properly secure their IT systems, protecting business, employee, and customer data.

"At Identiv, we echo President Obama's concerns and clearly recognize the threat that continual security breaches pose to the U.S. economy. All U.S. organizations must acknowledge the vulnerabilities of the connected world and take specific steps to protect and remediate threats to devices, information, and premises," said Jason Hart, Identiv CEO. "Now is the time to move to the post-password era."

"To date, cost has been the main factor in keeping organizations from making the investment in security. However, cloud services have dramatically reduced the complexity and cost of implementation," added Hart. "Strong authentication costs less than \$50 per employee. Most of the recent large-scale breaches that relied upon compromised accounts and passwords could have been prevented with this small investment. What we are suggesting is no different than the standards and technology already in use within the U.S. government — these solutions exist and are available to any organization."

"Many leading organizations — including Identiv customers throughout the healthcare, finance, high-tech, transportation, and utility industries — have already implemented unified trust solutions to protect devices, information, and premises," Hart continued. "Identiv joins President Obama's call-to-action. We demand increased cybersecurity for all organizations, delivering security, privacy, and trust. A U.S. government mandate will ensure that businesses invest the resources and comply, resulting in a strengthened and resilient U.S. economy."

Jason Hart, Identiv CEO, will hold a webinar inspired by President Obama's own words, "If We're Going to Be Connected, We've Got to Be Protected", on Thursday, January 15 at 11:00 AM PT, demonstrating and discussing how existing identity and access solutions can be used by any organization to move to the post-password era.

What: "If We're Going to Be Connected, We've Got to Be Protected" Webinar
When: Thursday, January 15, 11:00 AM PT
Who: Jason Hart, CEO
Register: <https://attendee.gotowebinar.com/register/7823069575895240705>

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About Identiv

Identiv is a global security technology company that establishes trust in the connected world, including premises, information, and everyday items. CIOs, CSOs and product departments rely upon Identiv's trust solutions to reduce risk, achieve compliance, and protect brand identity. Identiv's trust solutions are implemented using standards-driven products and technology, such as digital certificates, trusted authentication, mobility, and cloud services. For more information, visit identiv.com.

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