



IDENTIV SECURES ALL CES ATTENDEES, PROVIDING SMART EVENT AND TRANSPORTATION BADGES

FREMONT, Calif., January 5, 2017 — [Identiv, Inc.](#) (NASDAQ: INVE) today announced that it has partnered with NXP Semiconductors N.V. (NASDAQ: NXPI) to provide badges to all 170,000+ attendees at [CES](#) in Las Vegas, Nevada, January 5 - 8, 2017. CES is the world's premier technology innovation event. Identiv and NXP are offering CES visitors the ultimate smart event experience.

Identiv partnered with NXP to deliver radio frequency identification (RFID) inlays, individually inserted into each 2017 CES attendee badge. Identiv's high-end high-quality inlay is designed exclusively for NXP's MIFARE DESFire EV2 state-of-the-art platform. During the registration process, unique data is loaded using Identiv's RFID platform, enabling CES attendees to quickly and securely share contact details. Identiv delivers superior performance, increased security and privacy, and enhanced application support, offering a true touch-and-go experience.

Attendees can use their badge to get into events, ride the Las Vegas Monorail, and access bike-sharing services. The multi-application badge simplifies transportation at CES, improving attendees' experience while demonstrating how Identiv and NXP technology connects people to a broad array of services and transportation options.

Consisting of an antenna and a contactless-enabled microchip, inlays are the actual data carriers in an RFID system. Identiv is a leading provider of RFID inlays with a wide variety of designs integrating various materials, chip technologies, and frequencies for metal and non-metal environments.

"Together with NXP, we are bringing fast, reliable, and safe access and transportation to all attendees during the world's largest technology show," said Roger Hornstra, Identiv VP of Transponders Sales. "We are also providing a glimpse into the future of smart transportation to over 170,000 CES attendees, representing 80% of the world's countries."

Identiv is an NXP MIFARE Premium Partner. Identiv's versatile RFID, near field communication (NFC), and inlay solutions can be embedded in or attached to consumables, wearables, equipment machinery, and everyday items. RFID, NFC, and inlays are the foundation of the Internet of Things (IoT) market and address the emerging needs for securing the connected world. Many market segments are taking advantage of the benefits of IoT — consumer, industrial, infrastructure, medical, and more. To learn more about Identiv's RFID, NFC, and inlay offerings, please visit identiv.com/products/rfid-nfc-inlays.

CES attendees can use the NXP AppXplorer Android app, available in Google Play Store, to purchase and load Monorail tickets to their own badge and explore the further capabilities of their badge. CES takes place in Las Vegas, Nevada, January 5 - 8, 2017. To find out more

about the event, please visit ces.tech.

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About Identiv

Identiv, Inc. is the leading global player in physical security and secure identification. Identiv's products, software, systems, and services address the markets for physical and logical access control and a wide range of RFID-enabled applications. Customers in the government, enterprise, consumer, education, healthcare, 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 identiv.com.

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