

# HID Trusted Tag® Services

## Cloud-based authentication services and NFC trusted tags for Internet of Things applications

HID Trusted Tag® Services combine HID Global's patented NFC trusted tags with its cloud-based authentication platform to add unique and trusted identities to everyday objects. The innovative and easy-to-use solution facilitates secure, efficient transactions simply by tapping an attached or embedded tag with a smartphone (or other NFC device).

Providing a frictionless authentication experience is not possible with today's standard NFC labels, static tags or QR codes, HID Trusted Tag Services are an ideal choice for "proof of presence", time-and-attendance, brand protection and other Internet of Things applications using NFC-enabled smartphones today and Bluetooth smart devices in the future.

### How HID Trusted Tag Services Work:

1. At production time, HID Trusted Tags are programmed with a customer-defined URL that points to your website. Your website hosts the user experience for users who will tap tags with their phones.
2. Every time a user taps their NFC mobile phone to a trusted tag, the tag generates a unique cryptographic code. The code is automatically appended as a parameter to the URL that is stored on the tag.
3. This unique URL is then sent to the user's mobile phone, which will open the corresponding website (a process identical to any URL received from an NFC tag).

4. Your website removes the cryptographic parameter from the URL and passes it on to the HID Global cloud authentication service through a single web-service call.
5. The HID Trusted Tag Services authentication cloud verifies whether the code is authentic (i.e.: a true physical tap of a trusted tag) or caused by a shared/copied URL.
6. Based on this information, your website can block the request, offer an alternative to the user, or simply log whether the website was accessed via a physical tap or a shared URL for later analysis.
7. The standards-based cryptographic code changes for every tap, enabling each tap to be authenticated. This is a unique functionality only HID Trusted Tags can provide.

HID Trusted Tag devices are available in a variety of form factors: From simple (tamper evident) wet inlay, over ISO card badges to rugged Poly Tag or Asset Tag for outdoor / on-metal use or as eTamper coin that self-destructs upon removal for reliable "proof of presence" applications.



### KEY BENEFITS:

- **Secure** – Encrypted data changes on every tap, blocking attempts to share, clone or manipulate tags or URLs.
- **Frictionless operation** – Simply tap to interact, no app to create or download.
- **Streamlined deployment** – No proprietary software or special readers for tag authentication required.
- **Enhanced analytics** – Provides real-time access to precise data and reliable audit trails.
- **Flexible** – Supports NFC-enabled devices and is designed for future support of Bluetooth®-enabled devices.

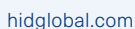
For further information, contact [iotsales@hidglobal.com](mailto:iotsales@hidglobal.com)

- Fully NFC Forum Type 2, 4 or 5 compliant
- Trusted tag cannot be cloned
- Generates cryptographic one-time code upon tap
- No APP needed on NFC readers / phones

- Quick integration into any website
- Choice of service models for verification
- Tamper evident options support “Proof of Presence” or “product opened detection”
- Lightweight or rugged form factors available

**Service Options:**

Multiple authentication accounts can be held concurrently by one client to allow project based accounting. Service fees are charged monthly only for actually used tags or authentications.



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