

INSIDE Secure Wins Award from CNRFID for Designing Wireless Solution to Connect and Protect Bottled Goods

INSIDE Secure's CapSeal Product Improves Consumer Relationships and Helps Tackle Counterfeit Bottle Refilling

Aix-en-Provence, France – October 8, 2015 – [INSIDE Secure](#) (Euronext : INSD), a leader in embedded security solutions for mobile and connected devices, today announced that INSIDE Secure walked away with the award for the Best NFC Solution from the award ceremony organized by the French National RFID Center (CNRFID), at the [International RFID Congress in Marseille](#).

INSIDE Secure was recognized for their innovative product called "CapSeal" that allows the brand owners in the wine and spirits industry, as well as the providers of other bottled luxury goods such as perfumes, to detect if a bottle has been opened. The patent-pending CapSeal addresses the growing problem of fraud due to counterfeit bottle refilling by ensuring all products sold are authentic.

The beverage legend Rémy Martin is the first Wines and Spirits brand to bring to market a connected bottle integrating CapSeal: The RÉMY MARTIN CLUB CONNECTED BOTTLE.

"Not only does the RÉMY MARTIN CLUB CONNECTED BOTTLE guarantee the authenticity of the product, but also, and this is the exciting innovation, it allows us to communicate directly with our consumers who like and use our products," explained Augustin Depardon, Rémy Martin Executive Director. "Our communication can now be completely aligned with our clients' preferences for optimal relevancy."

INSIDE Secure's innovation was fueled by the global need to help increase innovative marketing opportunities for luxury brands and to ensure consumer confidence by improving the perception of trust and by preventing fraudulent bottle refilling of expensive wines and spirits. The falsified sale of famous wines and spirits has the potential to damage the revenues and reputation of key brands. According to Statistica, the value of luxury goods worldwide now exceeds €223bn.

"The goal of these awards is to recognize the leaders in RFID through secure and innovative solutions in order to foster adoption of these technologies by highlighting the best deployments and product offerings," said Jean-Christophe Lecosse, General Manager of the CNRFID.

For the Rémy Martin Project, CapSeal was part of the complete solution provided by INSIDE Secure's partner, Selinko, who integrated the CapSeal tag into the bottle capsule. Consumers use a NFC-enabled smartphone or device to scan the chip embedded in the tag on top of the cork to easily verify the authenticity of the bottle. When a consumer uses the mobile app, it gives the product manufacturer an opportunity to develop a direct relationship with the consumer.

The chip also indicates if the bottle has not been previously opened. The tag remains active after the bottle is opened, allowing the product manufacturer to distinguish prospects (those who scan the bottle but do not open it) and customers (those who open the bottle). After the bottle is opened, the tag shows a message on the smartphone screen indicating that the bottle is open and that the authentication function is no longer possible. The manufacturability of the tag on the bottles has also been validated for volumes up to 10,000 bottles per hour.

"We are thrilled that our CapSeal product has been selected as the winner of this prestigious award from members of the CNRFID organization and its judges," said Bernard Vian, Executive Vice President of INSIDE Secure. "We believe this solution will allow brand owners to offer direct marketing opportunities to increase sales and customer loyalty. It is also the most secure anti-counterfeiting and brand protection technology available today."

To view more about this industry first innovation please visit <https://www.youtube.com/watch?v=nqnLXJng0C0>.

About INSIDE Secure

INSIDE Secure (Euronext Paris FR0010291245 – INSD) provides comprehensive embedded security solutions. World-leading companies rely on INSIDE Secure's mobile security and secure transaction offerings to protect critical assets including connected devices, content, services, identity and transactions. Unmatched security expertise combined with a comprehensive range of IP, semiconductors, software and associated services gives INSIDE Secure customers a single source for advanced solutions and superior investment protection. For more information, visit <http://www.insidesecond.com>.

About INTERNATIONAL RFID CONGRESS 2015

From 5 to 6 October 2015, the French National RFID Centre will host the 6th edition of its international congress dedicated to smart objects in Industry, Retail, Healthcare and Smart Cities. The event will bring together industry and retail leaders (R&D Departments, IT Departments, Project Managers, etc.), healthcare professionals (healthcare executives, pharmacists, physicians, etc.), policymakers for public spending (mayors, deputies, councilors, department managers, technical service managers, etc.), RFID/NFC solution providers and laboratory / university researchers for two days of international lectures, demonstrations of RFID/NFC applications and business meetings. One of the highlights is the RFID Awards.

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