

# The Impinj Authentication Service



The Impinj Authentication Service extends RAIN RFID to product authentication applications. Our cloud-based service uses secure standards-based cryptographic methods to authenticate connected items and secure trust.

## Secure cloud-based tag authentication

The Impinj Authentication Service provides seamless cloud-based authentication of a tag chip's origin. The Impinj Authentication Service manages all security-related processes to verify connected items, providing an API to receive tag authentication requests and allowing secure access for product authentication service providers. The Impinj Authentication Service combines the traditional benefits of RAIN RFID, such as supply chain tracking and inventory management, and extends to include high-throughput product authentication, significantly increasing value to brand owners.

## Why use the Impinj Authentication Service

Impinj Authentication Service broadens the benefits of RAIN RFID to include practical and efficient product authentication and brand protection.

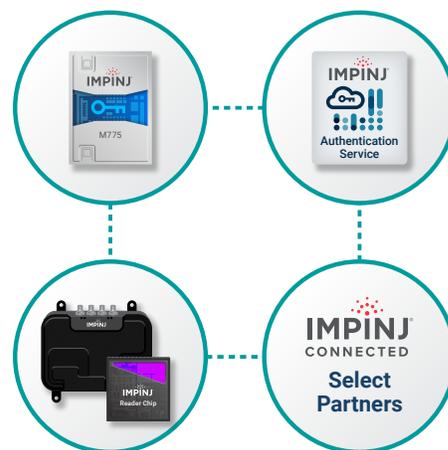
**Cryptographically secure, standards-based authentication:** Gives brand owners and retailers confidence that connected products are authentic.

**Rapid time-to-solution:** A turn-key offering for RAIN RFID-based authentication. No change in RAIN RFID encoding or inlay design is required.

**Scalable and flexible:** Applications range from scanning single items all the way to batch requests for verifying hundreds of items simultaneously, efficiently optimizing supply chains.

## Impinj Authenticity solution engine

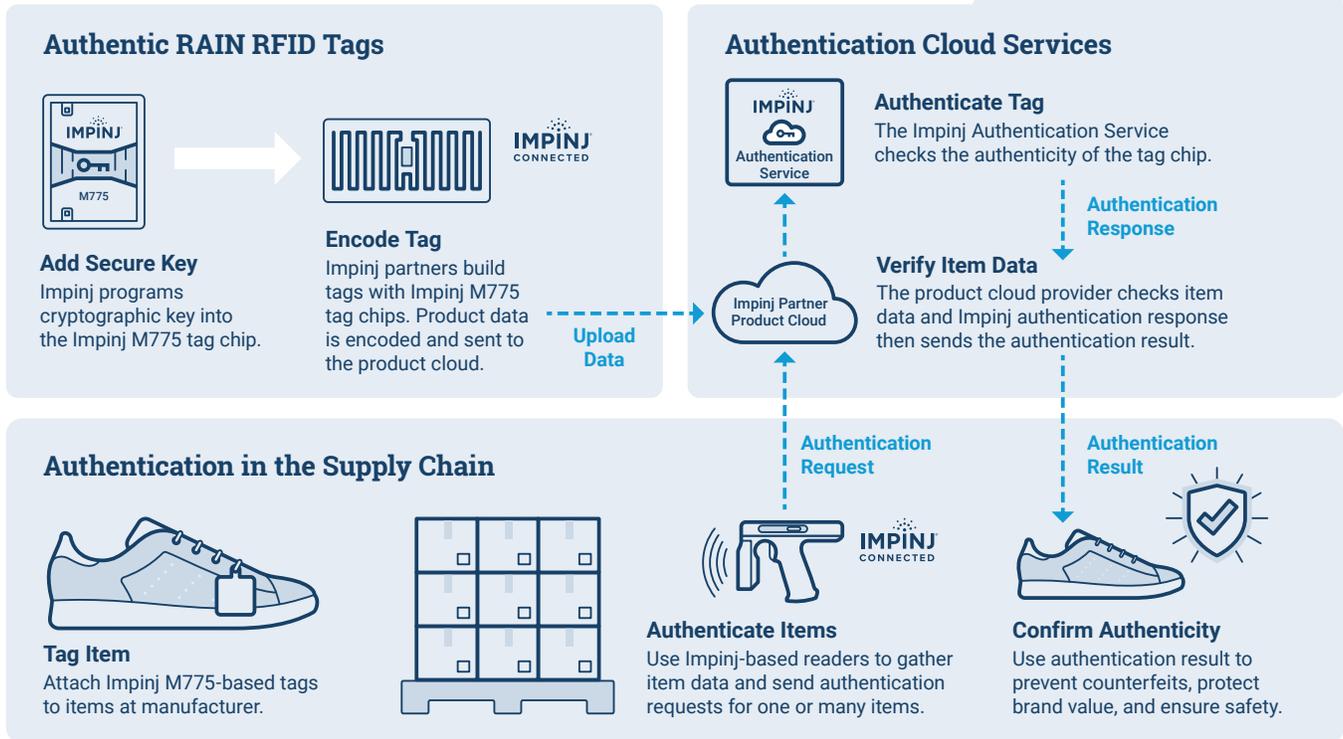
The Impinj Authentication Service is a component of the Impinj Authenticity™ solution engine, combining select Impinj tag chips and cloud services with readers and partner products to enable streamlined enterprise IoT solution development. The solution engine also includes the Impinj M775 RAIN RFID tag chips with cryptographic authentication and Impinj R700 readers. Impinj partners building readers with Impinj E family reader chips allow for deployment of a range of fixed and mobile RAIN RFID readers in a variety of environments. Impinj Authenticity users can authenticate hundreds of items in seconds from a read range of a few centimeters up to 10 meters.



Impinj Authenticity solution engine

## The Impinj Authenticity solution engine powers product authentication

With Impinj RAIN RFID-based product authentication, individual items are tagged with RAIN RFID tags featuring the Impinj M775 tag chip, each of which is programmed with a unique cryptographic key. As items travel through the various stages of a supply chain, Impinj-enabled RAIN RFID readers read the tags and automatically verify them against a product database in the cloud. When they are identified early, counterfeit products can be prevented from reaching consumers.



Ready to discuss how Impinj can help your business?

Contact us: [www.impinj.com](http://www.impinj.com)

Impinj (NASDAQ: PI) helps businesses and people analyze, optimize, and innovate by wirelessly connecting billions of everyday things—such as apparel, automobile parts, luggage, and shipments—to the Internet. The Impinj platform uses RAIN RFID to deliver timely data about these everyday things to business and consumer applications, enabling a boundless Internet of Things.