HID Trusted Tag® Services

HID®

Empowering the Internet of Things

Today, billions of everyday objects are now capable of interacting with each other to drive tremendous value for individuals and companies around the world. And, the growing popularity of the Internet of Things (IoT) is driving new, inventive applications which have the potential to affect every aspect of business and engaging with consumers.

Organizations are looking towards IoT solutions to improve customer service, increase operational efficiency, and facilitate decision-making and revenue growth. At the same time, there is a twin necessity to both ensure applications are based on trusted, privacy-preserving IoT transactions and deliver the convenience end users expect.

A leap forward for business and consumer applications

HID Trusted Tag® Services mark a generational leap in innovation, security and technology. The unprecedented solution combines HID Global's patented Near Field Communication (NFC) trusted tags with its cloud-based authentication platform to power frictionless, secure transactions – all with a simple tap of a NFC-enabled smartphone.

The services enable robust Internet of Things applications by attaching unique and trusted identities to virtually any object that can be read by mobile devices. Smartphones and other devices can then be used for innovative business-to-business and consumer use cases, without compromising the privacy of end users.

Validate "proof of presence" with precise authentication

Interactive marketing campaigns, home health care services, time-and-attendance and other "proof of presence" applications are an ideal match for HID Trusted Tag Services. The breakthrough solution merges convenience with unrivaled security to verify an individual's physical presence at the exact moment they tap their phone to an HID Trusted Tag.

HID Trusted Tag Services surpass the authentication capabilities of today's NFC labels, static tags and QR codes by generating a unique, "one-time-use" URL each time a trusted tag is tapped by a mobile device.

This enables the services to:
- Pinpoint the precise time of a physical tap
- Distinguish between a physical tap and web access to a server
- Make tags impossible to clone, preventing fraudulent tag access or duplication
- Provide "small data" analytics about each transaction

A cloud-based platform for adding trust to NFC applications

Tap into more trusted promotions

HID Trusted Tags® are easily embedded into posters, smart screens and other promotional materials to validate someone's physical presence when they are participating in a promotion. HID Trusted Tag Services take "proof of presence" even further: the services make it impossible to use a shared URL for accessing loyalty programs, sweepstakes and other digital out of home (DOOH) campaigns.

Unlike QR codes or traditional NFC tags used for promotions, HID Trusted Tag data changes on every tap. This blocks any attempt to clone or manipulate the URL. It also allows promoters to confidently reward campaign participants and reduce campaign costs, including licensing and other fees associated with each promotion. What's more, campaign platforms can leverage the solution's advanced analytics of consumer behaviors to refine and enhance campaigns "on-the-fly."

An easy, tamper-proof method for verifying home health care visits

A major challenge in the home health care industry is confirming the physical presence of a caregiver to ensure patients receive their scheduled and billed hours of care. HID Trusted Tag Services offer a simple and straightforward Electronic Visitor Verification (EVV) method for caregivers to accurately document their arrival and departure. This helps health care providers improve efficiency, maintain more accurate caregiver service records and eliminate billing fraud.

Easily record arrival and departure

Tamper-proof trusted tags are placed inside the home or in a patient wristband, allowing the caregiver to record arrival with a tap of their smartphone. Another tap records their departure. And, unlike GPS-based systems, HID Trusted Tag Services can precisely identify which home, apartment or patient was visited for additional verification.

Seamless integration

HID Trusted Tag Services integrate seamlessly into most clinical and administrative management software systems for real-time data collection, faster and more accurate claims processing and advanced analytics.

Tribeca Film Festival

- HID Trusted Tag Services were used in the world's first out-of-home (OOH) promotional campaign for Tribeca Film Festival in New York City.
- HID Global's partner embedded HID Trusted Tags into promotional posters on display at retail outlets participating in the Film for All Friday campaign.
- During the four-day promotion, film fans tapped promotional posters using NFC-enabled smartphones and tablets to receive free film tickets.

"Partnering with HID Global has enabled us to make a seamless transition from a traditional Interactive Voice Response system to next-generation NFC-enabled, web-based documentation and authentication technology to meet the increasingly complex verification needs of our home health clients," said Don O'Rourke, president, Dial-N-Document.

Opening a world of new possibilities

Brand protection and more

The power of HID Trusted Tag® Services extends well beyond "proof of presence" applications. The solution helps protect manufacturer brands by validating the authenticity of goods. It also opens a new, direct channel to communicate with customers for increased consumer engagement. Faster sales feedback, warranty fraud prevention and better control over grey market activities are just a few of many additional benefits of using HID Trusted Tag Services. The solution also simplifies product validation, warranty management and global supply chain management.

The possibilities are endless. HID Trusted Tag Services pave the way to authenticate, securely track and audit important documents as well. From birth certificates and college diplomas, to deeds of trust and certificates of authenticity for high-value items, the services can add trust to an entire world of additional documents and objects.

HID Trusted Tag Services deliver

Secure transactions – Encrypted data changes on every tap, blocking attempts to share, clone or manipulate tags or URLs

Enhanced analytics – For real-time access to precise data and reliable audit trails

Frictionless operation – Simply tap to interact, no app to create or download

Easy implementation – Tags are readable with smartphones and standard NFC readers

Streamlined deployment – No proprietary software or special readers for tag authentication required

Flexible – Support for NFC-enabled devices and designed for future support of Bluetooth®-enabled devices

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Secure Mobile Consumer Engagement

- HID Trusted Tag Services are used for authentication of PackageTagz™, iZipline's patent-pending technology for pouch packaging.
- This provides instant engagement between brands and consumers' mobile devices for product recall, track and trace, brand protection, mobile marketing and related analytics.
- When integrated into iZipline's platform, HID Trusted Tag Services enable global brands to authenticate each product's package. This protects a company's brand and consumers from counterfeit goods while also delivering chain-of-custody benefits.

A secure, flexible and robust solution

How HID Trusted Tag® Services work

1. Upon every tap of a trusted tag, the NFC-enabled smartphone receives a URL with a unique cryptographic code attached. The tag generates this code at the moment of the tap.

2. Your web server that hosts the user experience can then determine if the URL has been accessed by someone who physically tapped a tag (versus someone who followed a shared web link or manually typed the URL into a web browser).

3. This cryptographic functionality prevents a URL from being used multiple times without a physical tap, and makes the tag impossible to clone.

4. If the URL is not accessed from a validated physical tap, the transaction can be denied by the server or simply logged for subsequent analytics.

5. When the tag location is known, every valid tap implies "proof of presence" at the time of the tap.
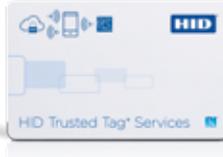
HID Trusted Tag options to meet your needs

HID Trusted Tags are available in a variety of shapes, sizes and materials. Choose from small form factors that embed discreetly into nearly any object, or high-visibility form factors imprinted with promotional messages.

If you do not find the perfect tag for your application in our catalog, HID Global can create a custom tag solution to fit your requirements for dimensions, programming and materials. The tag technology can be embedded into virtually any RFID tag form factor.

HID Trusted Tags are NFC Forum Tag Type 4 compliant and work with any NFC forum compatible device without requiring special apps.

Wet Inlays	Epoxy Keyfob	ISO Card
Thin, transparent stickers for DOOH media	Thin, rigid, surface-printable tags can be affixed with a secure screw for "proof of presence"	Standard ISO/IEC 7810 card (available in blank white or custom printed [e.g. employee badges])

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