

**PRESS RELEASE**

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**Hitachi America to Demonstrate  $\mu$ -chip  
at IMI's 5<sup>th</sup> Annual Security Printing Conference**

**Carrabassett Valley, Maine** - Information Management Institute, Inc. is pleased to announce that Hitachi America will demonstrate their  $\mu$ -chip technology at its **5th annual Security Printing Conference** on November 17-19, 2008.

The conference, being held at the Tremont Plaza Hotel in Baltimore, Maryland, USA, runs from November 17-19, 2008 and is sponsored by Information Management Institute (IMI). Complete conference details can be found at [www.imiconf.com](http://www.imiconf.com)

Development of the  $\mu$ -chip, Hitachi's low-cost RFID tag, began in 1998 as a research project of Hitachi, Ltd's Central Research Laboratory as an authentication inclusion to help prevent counterfeit banknotes. The concept was to embed these tiny chips into paper-based financial securities. As a result of the project, Hitachi identified a number of other potential applications for this technology beyond authenticating currency.

With a size of 0.4 mm square, the production of chips per each silicon wafer is almost double that of typical 0.7mm square RFID chips. Hitachi is using inexpensive polyester film as the base of the inlet and ultrasound bonding technology to connect the  $\mu$ -chip to the printed etched mask aluminum antenna strip. By maintaining quality assurance during manufacturing and minimizing materials consumed, the price of the  $\mu$ -chip RFID tags is kept low, leading to an array of new RFID applications where tag cost was the previously the inhibiting factor.

Attendee badges for IMI's **5th annual Security Printing Conference** will incorporate a  $\mu$ -chip and will be used in several informative and entertaining demonstrations throughout the conference events.

Hitachi America will join 14 other confirmed suppliers who will also have displays at the conference including Appleton, Beijing Founder Electronics Company Conductive Inkjet Technology, EMD Chemicals, Euro Holography, InkSure Technologies, Polyonics, PPG Industries, Sekuworks, SICPA, Stork Prints, Technology Transfer Group, Validus Technology BV and Xennia Technology.

According to IMI President Al Keene, "most exhibiting companies will participate in the informative Suppliers Forum session providing an additional information resource to the 20 conference presentations from Appleton, Applied DNA Sciences, ARmark<sup>TM</sup> Authentication Technologies, Axess Technologies, FBI Laboratory, InkSure Technologies, International Anticounterfeiting Association, ITW Covid Security Group, Immigration & Customs Enforcement Forensic Document Laboratory, JDSU, Polyonics, Schofield Imaging Associates, Sekuworks, SICPA, Technology Transfer Group, Verayo, Xennia Technologies and Xerox."

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According to Keene, “business opportunities for implementing technology innovations in secure document and packaging applications abound and represent a huge market. Brand owners and document generators are searching for printing technology to reduce the economic (plus health, safety & security) impact of counterfeit documents and products. Global counterfeiting is a \$600 billion (\$200-\$250 billion in U.S.) problem annually. And printed packaging/labeling incorporating security features can be a major deterrent to this growing counterfeiting problem. Similarly, the impact of counterfeit documents (currency, tickets, legal documents, ID’s, etc.) led to the formation of the Document Security Alliance (15 government agencies & 75 companies) which is focused on seeking new avenues to protect the integrity of documents and to trace the origination of documents that are illegally created. The incorporation of new security features into such documents represents tremendous market opportunities.

IMI’s conference focuses on effective ways to utilize physical features and digital security printing to implement cost effective methods to stay ahead of document and product counterfeiting, tampering and forgery.

Demonstrating that security printing is truly a global issue, current conference pre-registrants represent nine countries (Canada, China, Japan, Switzerland, Taiwan-Republic of China, The Netherlands, United Arab Emirates, UK & US).”

**About Information Management Institute, Inc.**

Information Management Institute, Inc. (IMI) sponsors conferences world-wide to assist the digital printing industry in understanding technology developments, markets and applications requirements. IMI conferences offer attendees a unique opportunity for leading hardware, consumables, software and user companies to network and develop a more comprehensive understanding of current as well as future developments in the digital printing industry. Since 1990, IMI has held over 350 programs and each year over 2,000 technical, marketing and management personnel from over 600 companies worldwide attend IMI's programs. Additional information can be found at [www.imiconf.com](http://www.imiconf.com)

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