SECURING IDENTITY AND INFORMATION IN A MOBILE WORLD

BLUST⊙R
Powerful. Portable. Personal.

BluStor: Mobile Security Re-imagined

The world is shifting. Computing has gone mobile, and given rise to an urgent need for secure identity authentication and data storage that can keep pace. BluStor is the first platform to enable secure transactions in an 'untethered' world, without need for a server connection or expensive, proprietary card readers.

Timing is key. Until now this could not have been accomplished. BluStor utilizes the latest technology—including an ARM SecurCore processor, multi-GB flash memory, USB 2, NFC, WiFi, and Bluetooth 4.0/LE—to create a powerful and secure data storage and ID authentication platform suitable for mission-critical applications: **national ID, healthcare, remote enterprise/BYOD, and more**.
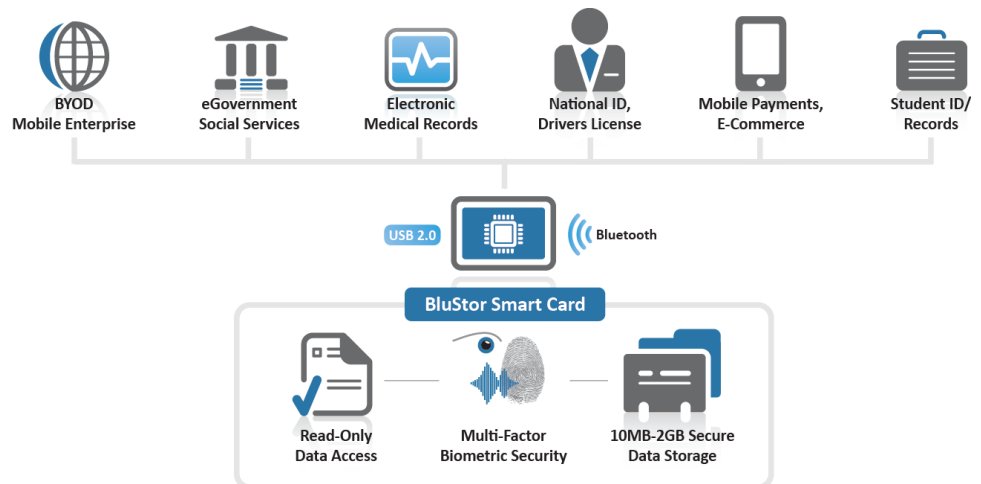
The Pocket Cloud

The term 'paradigm shift' gets overused. In the case of BluStor, however, it may be apt. **Finis Conner** (co-founder Seagate, founder Conner Peripherals, which hit $1.3B revenue in its fourth year) recognized the shift to mobile computing, and created BluStor to put the power of a secure mobile cloud right in your pocket.

BYOD Mobile Enterprise   eGovernment Social Services   Electronic Medical Records   National ID, Drivers License   Mobile Payments, E-Commerce   Student ID/ Records

USB 2.0   Bluetooth

BluStor Smart Card

Read-Only Data Access   Multi-Factor Biometric Security   10MB-2GB Secure Data Storage

Less is More: BluStor's on-card biometrics eliminates the need for a live server connection. And tablets and smartphones with Bluetooth and biometrics capabilities take the place of proprietary readers.

Medical Care in the Field

Military medical personnel work in unforgiving environments. Soldiers are often wounded while in remote areas. Without an internet connection to access a soldier's health records, medical personnel may not be able to deliver critical care effectively. The remedy: an 'untethered' personal medical record for each soldier.

The ideal solution would be a smart card that gives medical providers in the field the ability to see a wounded soldier's full medical records, and update files in real time to document medical treatment at each step in the care process. Encounters recorded at a level of care without network connectivity could be written to the card and transported on the card to a level of care with network connectivity. Today's smart cards are inadequate to meet these requirements.

The BluStor smart card is the only solution available today that satisfies these objectives. *Large military organizations have indicated interest in BluStor for a health records and ID card.*

BluStor meets all of the requirements for a mobile, secure card platform for high-end applications such as healthcare, eGovernment, and BYOD.

- Credit card form factor: convenient and backward compatible
- High-capacity flash memory technology
- In-field upgrades via download, without replacing card
- High-level encryption, multi-factor biometrics
- High-speed Bluetooth 4.0, USB 2.0, WiFi, and NFC interfaces
- Paper-thin polymer internal rechargeable battery
- Energy harvesting circuitry

The Opportunity: High-Performance, Low-Risk

As mobile computing drives the need for more effective security solutions, the worldwide smart card market is **poised for explosive growth and innovation**. The need for secure healthcare and national ID applications is particularly acute; and the need for increased security is driving other markets too, including Bring-Your-Own-Device mobile enterprise computing.

- Worldwide smart card market: 6 billion units per year, growing to 8.8 billion cards by 2015, a CAGR of 9.6% from 2010-2015
- 'Contactless' smart cards: projected CAGR of 24% 2011-2013
- 1.5 billion 'smart' credentials will ship in next three years

Go-to-Market Strategy

A U.S. patent for key technology has been successfully obtained, and a reference design has been completed. In addition, the company is in discussions with a number of **prospective customers and partners**, including: a US government division for a mobile medical card platform; a Middle East country requiring a national ID solution; and a large European smart card manufacturer and services provider interested in a next-generation solution for its recently launched 'mobile security' division. Key activities include:

- Sell to existing high-value smart card users, including health, national ID, through VARs and integrators that serve them
- Partner with IC chip and card manufacturer(s) to scale quickly
- **Sales opportunities in discussion: military and civilian health records; national ID card**

BluStor is positioned to drive this market, with **patented technology** and an **executive team** that has created and built some of the **fastest-growing companies in history**.