



PRESS RELEASE

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Apply Mobile will now trade as iDENprotect®

Apply Mobile, the leader in simple-to-use identity-centric digital security, today announced that it has changed its trading name to iDENprotect®.

CEO, Craig McDermott explains “I am excited by the launch of the iDENprotect brand. It really reflects what the company stands for; protecting digital identities, through highly secure technology yet retaining simplistic usability. We are unique, as we balance security and simplicity, safeguarding digital identities, increasing security and usability without compromise.”

The iDENprotect product family includes a software based solution, where secret credentials are stored in the security hardware of computing devices and a hardware based accessory that provides contactless security at a click of a button. The iDENprotect software development kit (SDK) allows organisations and technology providers to integrate our solution into their applications and systems to provide management of credentials in dedicated hardware-backed security on devices without the need for additional hardware. The iDENprotect^{Plus} is a credit card sized hardware device for those organisations who require the very highest security assurance levels. Both solutions provide the ultimate in usability, ensuring users of our solutions are not frustrated by obtrusive security processes or overly complex procedures.

Mr. McDermott continues: “Our new corporate identity will allow our customers and partners to instantly recognise the difference we bring to the market, whereby we support their requirements for a simpler solution without compromising security levels necessary to defend data and protect identities in today’s high threat climate.”

Erik Notermans, Chief Sales Officer, agrees: “iDENprotect is already well known in industries such as finance, insurance, health care, government and other regulated industries so changing the company’s trading name to the name of our successful product brand emphasises and confirms that we are passionate about properly protecting the digital identities of our clients.”

Founded in the UK as Apply Mobile Limited, iDENprotect is expanding rapidly in the growing market of identity-based authentication. iDENprotect has offices in the UK, Finland and Belgium to enable security conscious customers to effectively protect their organisations.

For all enquiries regarding press and PR activities please contact Ruby Williams, ruby.williams@idenprotect.com.

iDENprotect (trading name of Apply Mobile Limited)

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