



Moser Baer becomes the first domestic brand to launch information- security token with 80 KB memory to augment the Government's thrust on domestic manufacturing

- **Warrants totally secure digital signature applications and e-commerce transactions**
- **Public Key Infrastructure (PKI) technology to ensure dual factor authentication**
- **Federal Information Processing Standards (FIPS) certified**

New Delhi, July 31, 2014: Augmenting the thrust of the Government on domestic manufacturing in Hi-Technology space, Moser Baer has launched Crypto token for digital signature and e-commerce applications in the information security solutions segment. This will be the first security token to be manufactured in India with local sales, service and system integration support. The scope and relevance of the product is very timely as the e-commerce industry has grown from \$3.8 billion in the year 2009 to \$ 9.5 billion in 2013. The offering is a ready to use robust solution for all key security challenges faced by the e-commerce and digital world such as misuse of digital signatures, account hacking, network snooping, etc.

Speaking on the launch, Deepak Shetty, Senior VP -- Domestic Sales and Marketing, Moser Baer said, "According to Industry reports there has been a 150% growth in E-commerce industry in past few years and the industry is expected to contribute 4% to GDP by 2020. Considering the high growth and critical role of e-commerce industry, **Moser Baer Crypto Token** has been introduced in India in technical collaboration with **Giesecke & Devrient**- one of the world's leading technology providers from Germany. The new Government has taken multiple steps towards fastening of process and we feel advent of Crypto Token will provide the adequate security impetus to the movement. The



market is flourishing in India and we aim to exploit the potential by providing an end-to-end, high-quality, easy to use and reliable product supported by a wide-spread service and sales network.”

Colin Mayne, M D, Giesecke & Devrient India said “Moser Baer is our trusted partner in this uniquely challenging market. They are finding creative ways to make security technology relevant to Indian businesses. Our collaboration will continue to bring great products to market in the years ahead.”

Being FIPS - 140-2- Level 3 certified (a security certification by government of United States), it is endowed with strong crypto algorithms like EAL 5+, RSA 2048, elliptic curves and SHA 512 (SHA 2) ensuring high quality and complete security. Based on Public Key Infrastructure (PKI) technology, the token provides dual factor authentication ensuring that only authorised individuals get access to the desired system or network of an organisation. This plays an important role in ensuring safe e-mail communications, access to – virtual private networks, intranets, extranets, brokerage web portals and secure online banking, e-tendering, e-procurement, etc.

It also provides an absolutely protected medium to save digital signatures thus offering a reliable tool for safe filing of taxes and other transactions in the government and corporate sector.

Its high level of interoperability makes it **compatible with almost all kinds of organisational networks and operating systems**. The token has been designed for easy install, use, and integration. Other features giving it an upper hand in the market are its **re-usable, lockable, self keeping, blister packaging and an elegant cap-based, dust-resistant and tamper- proof design**.



Moser Baer Crypto Token comes with 1 year replacement warranty and is available at a MRP of Rs. 600 /-at Moser Baer's dealer outlets and at <http://shop.moserbaer.in> . The pack also includes an informative CD containing drivers and reference guides. The same can also be downloaded from the company's website.

About Moser Baer India Ltd.

Moser Baer India Limited headquartered in New Delhi, is a leading global tech-manufacturing company. Established in 1983, the company has successfully developed cutting edge technologies to become one of the world's largest manufacturers of Optical Storage media like CDs and DVDs. The company also emerged as the first to market the next-generation of storage formats like Blu-Ray discs in India. Over the years the company has entered into exciting areas of content replication, home entertainment and is a market leader in the high growth photovoltaic space. It is the only company worldwide to receive the prestigious 5-star rating from TÜV Rheinland for 3 years in a row (2009 - 2012) maintaining highest standards of quality in manufacturing PV modules. Moser Baer India has emerged as one of the most credible brands focused on hi-tech manufacturing and R & D activities. It is continuing to unfold the next generation innovative technologies that will catapult India into a respectable manufacturing hub.

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