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SIMPLIFIDE FIELDS INTERNATIONAL IDENTITY AND ACCESS MANAGEMENT SOLUTION

HONOLULU, HI - JANUARY 18, 2017 - Identity platform start-up, SimplifIDe, Inc., successfully completed live system verification of its secure event management solution at the SEA-ME-WE-5 Subsea Cable Project Launch Event in Honolulu, Hawaii.

300 invited guests representing more than 20 nationalities were identified by SimplifIDe's event management platform. SimplifIDe was tasked by SEA-ME-WE-5 event organizers in November 2016 to provide additional security for its guests by assuring that persons attending were only those who had been invited and RSVP'd.

The SEA-ME-WE 5 subsea cable system, spanning 16 countries from Southeast Asia to Western Europe, is a technological breakthrough which marks a global communications milestone. It is designed with a capacity of 24 Terabits per second on 3-fibre pairs, fully capable of accommodating future demand for data from other bandwidth-intensive applications such as enterprise data exchange, internet TV and online gaming.

SimplifIDe-trained staff took pictures of SEA-ME-WE-5 guests that were matched in milliseconds using a facial recognition algorithm on SimplifIDe's software-as-a-service (SaaS) platform. SimplifIDe Co-Founder and Chief Executive Officer **Jeff McAllister** was thrilled by the ease of use, accuracy and speed to identify guests— bringing a new security technology to the global events and conferences sector:

"It was exciting to see guests arrive to a major VIP event ticketless, because by using SimplifIDe's solution guests 'became their ticket.' By adding SimplifIDe the SEA-ME-WE 5 Consortium increased security without adding complexity."

The Head of Marketing Communications of SEA-ME-WE 5, **Edina Rozsahegyi**, praised SimplifIDe for introducing the new and secure event registration and verification solution:

"Due to the diverse nature of our attendees, we looked for a solution that could provide customer-friendly security. Based on the feedback of our guests, SimplifIDe exceeded our expectations."

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About SimplifIDe, Inc.

Based in Madison, Wisconsin, SimplifIDe created a Cross-Platform, Multi-Mode, Device-Agnostic, Pay-As-You-Go, Cloud-Based identification platform that allows any size enterprise to use biometric tools and trusted devices to uniquely identify individual employees, customers and others accurately, securely and instantly without the expense and complexity associated with traditional biometric security firms. For additional information, visit www.SimplifIDe.com

Members of the SEA-ME-WE 5 Consortium

Bangladesh Submarine Cable Company Limited (BSCCL), China Mobile International (CMI), China Telecom Global (CTG), China United Network Communications Group Company Limited (CU), Djibouti Telecom (DT), Emirates Integrated Telecommunications Company (du), Myanmar Post and Telecom (MPT), Ooredoo, Orange, PT Telekomunikasi Indonesia International (Telin), Saudi Telecom Company (STC), Singapore Telecommunications Ltd (Singtel), Sparkle, Sri Lanka Telecom PLC (SLT), Telecom Egypt (TE), Telekom Malaysia Berhad (TM), TeleYemen, Turk Telekom International (TTI) and Trans World Associates (Pvt) Limited Pakistan (TWA). For additional information, visit www.seamewe5.com