

Zetron to Host ID.me in Its Booth at APCO

Redmond, WA, U.S.A., August 5, 2013—Zetron, a leading provider of mission-critical communications solutions, will host ID.me in its booth (# 715) at the Association of Public-Safety Communications Officials (APCO) Conference & Expo, August 18-21, 2013, in Anaheim, California.

ID.me is an online identity-verification service that allows users' identities to be verified quickly, securely and transparently online instead of requiring users to provide authentication and group-affiliation information multiple times. ID.me is a single-sign-on solution that solves the digital credentialing problem by instantaneously verifying a customer's eligibility against an authoritative database and relaying a trusted response to the retailer. Consumers need only verify their identity and group affiliations once in order to obtain an ID.me credential that is portable across a network of brand partners. Eligible users can then verify their group affiliation to a participating retailer by clicking on the corresponding group logo on a retailer's website, logging in, and providing the retailer with permission to access the minimum amount of personal information necessary to claim the benefit. This is typically just the member's name and a Yes/No response concerning the group affiliation. This eliminates the burden on the individual of having to repeatedly enter sensitive information on multiple websites.

"More brands are recognizing the contributions of our first responders by offering them discounts and other benefits," said Matthew Thompson, COO and co-founder of ID.me. "We're pleased to be able to offer a service that supports this exchange in a way that is fast, secure and transparent. We appreciate Zetron's willingness to host us in their booth at the APCO show and facilitate our access to the first-responder community."

"Zetron is deeply committed to supporting our first responders," said Ellen O'Hara, president and CEO of Zetron. "This is demonstrated through our products, our industry associations, and our ongoing support of charitable organizations such as the Behind the Badge Foundation, which assists Washington State's fallen and injured law-enforcements officers and their families. Hosting ID.me at APCO gives Zetron yet another opportunity to show its appreciation for our first responders and the vital services they provide."

About Zetron

For over 30 years, Zetron has been providing mission-critical communications solutions to customers in public safety, transportation, utilities, manufacturing, healthcare and business. With offices in the U.S.A., U.K., Australia and numerous field locations, Zetron supports a worldwide network of resellers, system integrators and distributors. This gives Zetron a global reach as well as a local presence in the regions it serves. Zetron is a wholly owned subsidiary of JVC Kenwood Corporation. For more information, visit: www.zetron.com.

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