



For Immediate Release

Tally Retail Asset Protection's New Solution for Detecting and Deterring Credit Card Device Tampering Gaining Acceptance

Solution Provides Visual Verification and Tracking of an Attempted Data Device Intrusion

Boca Raton, FL – December 16, 2015 – Tally Retail Asset Protection, today announced its Digital Device Protection (DDP), an innovative approach to detecting, tracking and deterring credit card device tampering attempts, is being deployed in two supermarkets chain wide, with more deployments planned in 2016.

Credit card fraud and consumer identity theft are rapidly growing problems, particularly in the United States. According published reports, while the U.S. accounts for roughly 23% of credit card volume, it is responsible for 47% of credit card fraud.

“Credit card fraud and identify theft are two of the most pressing problems retailers and consumers face every day in the U.S.,” stated Sean Ryan, Tally’s Customer Acquisition Director. “With the introduction of DDP, we are giving retailers and consumers alike confidence in knowing if their information may have been compromised.”

DDP will give retailers the ability to visually verify and track if their credit card device intrusion labels or remote payment terminal labels are secure and safe. DDP is comprised of encoded tamper evident intrusion labels that can be secured to the separation point of devices and displays a watermark if tampered with, or leaves visual residue on the device if removed. The encoded intrusion labels are difficult to counterfeit and information related to the label, device, and location is securely stored for immediate verification by any authorized smart device.

In addition to securing the in-store device, Tally also leverages its TRAP Associate Alerting Platform AAP to register the intrusion label, which is tracked by store number and device location. Through the use of a Smartphone or Tablet and the DDP app, retailers can quickly and easily register the labels and use the cloud based TRAP platform for auditing and alerting. Auditing the labels condition from audit to audit gives the retailer a containment window of a possible breach.

Retailers can choose to set up an audit schedule for each of the labels to ensure that they are still intact and un-tampered. If the audit does not take place at the scheduled time, an alert can be sent to the corporate security or IT department informing them of the missed audit.

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The key to this approach lies not only in the encoded customer-specific serialized tamper evident label that can be affixed to any credit card device but also in the proprietary database used to verify the authenticity and location of the label”, commented Trey Ryan, Lead Technologist at Tally. “Often times even the best technology solutions fall short due to the human factor, with DDP we are assisting retailers and their employees in maintaining compliance with strict IT security and auditing procedures.”

The DDP solution is available immediately.

About Tally Retail Asset Protection

Tally Retail Asset Protection provides solutions for retailers’ most pressing issues specializing in innovative sensing and communications technologies that reduce shrink, improve stock availability and seamlessly engage store personnel in crucial operational activities. Tally’s founders have more than 50 years of technology development, sales, and marketing experience in the loss prevention and security industries. Its current TRAPLINE brand of products and solutions range from TRAPLINE Shelves and Fixtures, Associate Alerting Platform AAP, Digital Device Protection DDP to deter data beaches and Integrated Smart CCTV Monitors.

For more information on Tally Retail Asset Protection, visit <http://tally.solutions> or contact Sean Ryan at sean.ryan@tally.solutions