



**Datakey**<sup>®</sup>  
ELECTRONICS

# Datakey Electronics, Inc. Media Background

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# Datakey<sup>®</sup> ELECTRONICS



THE KEY TO MAKING YOUR JOB EASIER.™



WE MAKE DATA  
RUGGED,  
PORTABLE  
& SECURE ...

... THEN WE SUPPORT IT  
FOR THE LONG-TERM.



## FIELD-PROVEN SYSTEMS FOR OEM DATA-TRANSPORT APPLICATIONS

Datakey Electronics, Inc. designs and manufactures portable, **rugged**, re-programmable memory Keys and Tokens containing non-volatile memory. For well over 30 years Datakey Electronics has provided Original Equipment Manufacturers (OEMs) a **convenient**, rugged way to transport electronic data and to control access in a wide variety of OEM products. Datakey Electronics offers complete data carrier system solutions that have been successfully implemented into a broad range of applications, each with varying electrical, ergonomic and environmental requirements.

Virtually every customer we have is an OEM and, unlike consumer-based product manufacturers, we understand what is important to OEMs—especially their need for highly **reliable** products that are **available and supported long-term**—for the entire life of the OEM's product.

All of our products are designed, manufactured and supported in our **vertically integrated** facility built in 2004. Our products are used **worldwide** in hundreds of military, medical, industrial, and commercial applications. Datakey Electronics' customer base includes St. Jude Medical, General Dynamics, Cisco Systems, Mars, Siemens, Tyco Healthcare, Gilbarco, EADS, multiple governments, and many other multi-national corporations.

### APPLICATIONS FOR OUR PRODUCTS ARE LIMITED ONLY BY THE IMAGINATION!

- In-Field Firmware Update
- Calibration Upload
- Set-up Parameter Back-Up
- Crypto Ignition Keys (CIKs)
- Access Control
- Feature Enable/Disable
- Data Logging / Transfer
- Identification
- Usage Monitoring / Limiting
- Cashless Vending
- Controller Cloning
- Machine Control
- Data Security

### WHAT DATAKEY ELECTRONICS OFFERS OEMS

Datakey Electronics is an **expert** in the solid over-molding of electronic circuitry in rugged plastic. Our designs and processes allow our Keys and Tokens to withstand:

- Autoclave & EtO Sterilization
- Water & Mud
- Harsh Chemicals
- Electrostatic Discharge
- Temperature Extremes
- Salt Fog & Dust
- Shock & Vibration
- High Cycle-Life



All of our products are RoHS compliant and are available with serial EEPROM, serial flash or secure memory ICs. In addition, we offer our **award-winning** Managed-Memory<sup>®</sup> system with capacities up to 1 GigaByte. We provide **complete solutions** that utilize industry standard protocols (SPI, I<sup>2</sup>C, Microwire, USB) and have a wide variety of customization options.

### We solve the shortcomings of using consumer products in OEM systems:

#### REDUCE:

- |                       |   |
|-----------------------|---|
| <b>R&amp;D Cost</b>   | Fully engineered systems; complete support peripherals              |
| <b>Time-To-Market</b> | Available from stock, easy to implement                             |
| <b>Technical Risk</b> | Proven products for <b>30+ years</b> , industry standard interfaces |
| <b>Support Cost</b>   | Proven <b>life-of-project</b> availability (some over 20 years!)    |

#### INCREASE:

- |                     |   |
|---------------------|---|
| <b>Ruggedness</b>   | Proven to survive in the harshest environments                  |
| <b>Reliability</b>  | Proven systems for high-usage; works the first-time, every-time |
| <b>Acceptance</b>   | Ergonomic, intuitive, remembered                                |
| <b>Capabilities</b> | Full range of custom and <b>security options</b>                |



## FULLY ENGINEERED STANDARD PRODUCTS

Our complete line of standard data carriers, receptacles and support peripherals can solve your design challenges, reduce your time-to-market, and virtually eliminate post-release support costs. Our **expertise** in solid over-molded electronics and mating systems makes Datakey Electronics the ideal partner for your project.

### KEYS & TOKENS

Unlike flash memory cards or USB flash drives that are often stolen, lost or easily damaged, Datakey Electronics' reliable, high cycle-life Keys and Tokens are designed to survive in harsh environments. Our data carriers use **industry standard** interface protocols (SPI, I<sup>2</sup>C, Microwire, USB)—and are available in sizes ranging from **1Kbit to 1GByte**. Our products have a tough, wear-resistant body that protects the embedded memory from harsh environmental influences—they can be sterilized, dropped in the mud, washed, exposed to ESD, chemicals, or fuel—and they still work. We offer multiple form-factors to meet virtually any mechanical, environmental and ergonomic need — all with mating Receptacles and life-of-program availability.

### KEYCEPTACLES® & RECEPTACLES

Unlike consumer products, we offer complete systems including reliable **high cycle-life** mating Receptacles. These devices are available in panel- or board-mount versions, and come in a variety of sizes, mounting technologies (THT, SMT) and IP-rated versions. We offer several Receptacle models that meet **Mil-Spec** environmental specifications, including: immersion, salt fog, shock, vibration, dust, and more. All of our Receptacles employ a **self-cleaning** action that removes dirt and residue from the contacts with every insertion and removal of the memory device.

### SUPPORT PERIPHERALS & DEVELOPMENT TOOLS

We offer Universal Reader/Writers to provide a simple USB interface between your PC and the memory Key or Token. Our **affordable Development Kits** give OEMs the tools they need to do proof-of-concept or development within a short time frame. Datakey Electronics offers a complete set of interface specifications for all of our memory products to assure **easy** and proper integration.

### CUSTOM SOLUTIONS

Datakey Electronics has an extensive history of successfully designing **custom** portable electronics solutions to meet the unique requirements of any application. We offer custom design services, ProtoKey™ rapid prototyping service, custom product markings, and more.

### SOLUTIONS FOR EMERGING NEEDS

Datakey Electronics has recently released the next generation of data carrier systems to meet the toughest emerging **tactical** requirements. These include smaller sizes, **immersion-rated** and EMI-conscious designs with different mounting options to offer OEMs increased versatility in the most demanding applications.



**CALL 1-800-328-8828 TODAY  
FOR A FREE CONSULTATION  
OR VISIT [WWW.DATAKEY.COM](http://WWW.DATAKEY.COM) FOR MORE INFORMATION.**



# UNLIMITED APPLICATIONS: WHAT DO YOU NEED TO DO?

- SECURE COMMUNICATIONS
- DEVICE USAGE LIMITING
- CUSTOMER LOYALTY PROGRAMS
- RUGGED IDENTITY DATA
- NETWORK SECURITY
- FLEET MANAGEMENT
- DATA LOGGING
- AUTHENTICATION
- FUEL DISPENSING
- CASHLESS VENDING
- REGULATORY COMPLIANCE
- INVENTORY CONTROL
- FACILITY ACCESS
- GAMING MACHINE CONTROL



- GPS / AGRICULTURAL EQUIPMENT
- EMBEDDED CONTROL BOARDS
- FIELD-ALTERABLE ELECTRONICS
- MEDICAL EQUIPMENT
- EXERCISE MACHINES
- COMMERCIAL OVENS
- DIGITAL SIGNS
- PARKING METERS
- TRAFFIC CONTROLS
- POSTAGE METERS
- CAR WASH SYSTEMS
- REMOTE WEATHER STATIONS
- PROCESS CONTROL EQUIPMENT
- ... AND MANY MANY MORE

PORTABLE DATA...



MAKE THE CONNECTION.™



**Datakey**®  
ELECTRONICS

PLEASE VISIT  
[WWW.DATAKEY.COM](http://WWW.DATAKEY.COM)  
FOR COMPLETE  
INFORMATION.



Datakey Electronics has produced millions of data carriers since 1976. In 2004 we built our custom, 18,500 ft<sup>2</sup> facility located just outside Minneapolis, MN. We are a minority woman-owned company with a worldwide customer base including many governments and major multi-national corporations.

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Local Representatives throughout  
North America & Europe.

## 5 Reasons OEMs Choose Datakey Electronics

Datakey Electronics is a “Key” supplier to many multi-national companies and governments. Our products are used world-wide in hundreds of industrial, medical, military and commercial applications. Just a few of the many reasons our products are chosen daily are given below:



### 1. Rugged & Reliable

- Solid over-molded electronics
  - Used successfully in extreme environments for over 30-years
  - High cycle-life data carriers and mating receptacles
  - Redundant contacts
  - Chemical & ESD Resistant, sterilize-able, run over them with a truck – they still work!
- **Reduce Technical Risk & Support Requirements; Field-proven**

### 2. Long-Term Availability

- Proven track record of product availability & support over OEM’s entire program lifetime
  - Our products are available, unchanged, for years (some for over 20 years!)
- **Reduce Support Costs and Risk of Redesign due to Obsolescence**



### 3. Fully Engineered Systems

- 1Kbit to 1GByte, four industry standard protocols (SPI, I<sup>2</sup>C, Microwire, USB)
  - One supplier is accountable for both the data carrier and mating receptacle
  - Full catalog of readily available standard products
  - Full line of support peripherals & development kits
- **Reduce R&D Costs and Time-to-Market; Easy to Implement**



**NEW: Immersion-Rated Receptacle**

### 4. Unique & Familiar Form Factors

- Ergonomic & intuitive
  - Key becomes part of OEM product’s identity
  - Increased Security - other vendor’s products can not be used in Receptacles
  - Revenue Stream - resale of Keys/Tokens by OEM
- **Increase Product’s Acceptance, Image, & Profitability; Eliminate Gray Market**



### 5. Superior Service & Custom Capabilities

- Design flexibility to meet OEM specific needs/ requirements
  - Experienced in successfully working with engineers to find the best technical & most cost-effective solution
  - Continually developing new products & product improvements to meet customers’ changing needs & security demands
  - ProtoKey™ Rapid Prototyping Service
- **Increase Capabilities & Options; Application Specific Solution**



*Datakey Electronics, Inc., based in Savage, MN, is a fully vertically-integrated minority woman-owned business, designing, molding and assembling all of its products in its own custom-built factory.*

**www.datakey.com ■ 800-328-8828 ■ 1-952-746-4066**



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## Serial Development Kit

Many engineers have used Datakey Electronics' Development Kits to greatly reduce R&D time and cost. The Kit can be used throughout the development cycle, as well as the life of the product. It is a cost-effective way to bring your products to market faster, reduce design and production cost, and to respond quickly to changing market demands.

Datakey Electronics' Serial Development Kits provide all the necessary tools to build a simulated system to test its abilities and benefits. Each Kit allows programmers to learn to easily integrate Datakey Electronics' Serial Memory Keys or Tokens using the Reader/Writer. This will allow the user to check and evaluate their system for accuracy, as well as the functions of Datakey Electronics' Rugged and Reliable data carriers.



The Kit operates with any Windows 98, ME, NT, 2000, or XP PC, and will help guide you through a simple procedure that programs a variety of commands for the Keys or Tokens. Each Serial Development Kit includes: both a panel-mount and a board-mount Keyceptacle® or Receptacle, a Key or Token Reader/Writer, connecting cable, PC demo software with source code, and a Programmer's Reference manual (on CD). **Customer-specified Key or Token samples included at no additional charge.**

**Serial Development Kits interface with our Keys or Tokens and are available with a USB connection.** (Please consult the factory for RS-232 options).

### Key Development Kit

#### **KeyLink™ III**

Part #: 702-0080-000A

### Token Development Kit

#### **SlimLink™ III**

Part #: 702-0079-000A

**PRICE: \$175.00 (US List Price)**

### ***Do you have an application with special requirements?***

Call **1-800-328-8828** today for a free, no obligation design consultation between your design team and ours. We can discuss your particular design application and consider the feasibility of existing design concepts, or start from scratch. For over 30 years Datakey Electronics has designed many different shapes, memory sizes, and duty cycle ranges for commercial, government, military, and industrial applications. With our new rapid ProtoKey™ service, we can prototype your design with an even faster turn around!

**www.datakey.com ■ 800-328-8828 ■ 952-746-4066**



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## The Safe Choice for Portable Data



Choosing Datakey Electronics Rugged and Reliable Keys and Tokens for your data transport and access control applications means your portable data is safe in almost any environment.

We programmed our Keys and Tokens and ran over them in a gravel-pit with a truck 8 times. Afterwards, they all still worked! We also ran over commercial memory options with the opposite result.

Unlike cards and other carriers that can easily fail in harsh conditions, Datakey Electronics' fully over-molded Key and Token body protects the embedded IC. This is one of the many reasons Datakey Electronics' products are used daily in hundreds of industrial, military, medical, and commercial applications. They've been proven to continue working even after they've been:

- ▶ Sterilized (autoclave and EtO)
- ▶ Zapped by static
- ▶ Dropped in the mud
- ▶ Exposed to chemicals
- ▶ Washed
- ▶ *run over by a truck!*

Also, unlike commercial memory, Datakey Electronics' offers **long-term product availability and support**. Our Keys and Tokens have been proven **rugged** and **reliable** for over 30 years. Let our products carry your critical data!

**www.datakey.com ■ 800-328-8828 ■ 952-746-4066**



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Web Site: [www.datakeyelectronics.com](http://www.datakeyelectronics.com)

## NEWS FOR IMMEDIATE RELEASE

### Datakey Electronics, Inc. wins GOLD in *Product Design & Development's* 12<sup>th</sup> Annual Engineering Awards.

March 20, 2007. Savage, MN - Datakey Electronics, Inc., NFX Managed-Memory™ System has won the Gold Award in *Product Design & Development Magazine's* 12<sup>th</sup> Annual Engineering Awards. Datakey Electronics' NFX Managed-Memory™ System was one of the 50 finalists featured in the December 2006 issue and on [www.pddnet.com/awards](http://www.pddnet.com/awards). Industry professionals were invited to vote for the product they found to be the most innovative, creative and useful.



*"We are very pleased to receive this award for our Managed-Memory system,"* said Eric Jennings, President of Datakey Electronics. *"Product Design & Development is an excellent publication serving our market – product design engineers."*

## Managed-Memory™



The NFX Managed-Memory Token (128MByte - 1GByte) is used to transport data to and from non-networked electronics that are deployed in any

environment. The NFX provides both an SPI interface for simple direct connection to microprocessors and a USB electrical interface to facilitate connection to PCs.

*"It is especially gratifying to receive recognition for the values that have made us an industry leader in embedded systems for 30-years,"* Jennings continued. *"Managed-Memory combines all of the values that OEMs need – ruggedness, reliability, security, and ease-of-implementation, along with technical support and guaranteed long-term availability. Our goal with this product was to manage all critical aspects for our customers – manage the file system,*

*manage long-term availability, manage the entire data carrier/receptacle system, and manage the ease of implementation. The Managed-Memory Token accomplishes all of that and more."*

Datakey Electronics combines its 30-year proven rugged and reliable technology with its Managed-Memory concept to provide features that OEM embedded designers require and that mass-use consumer-type products don't offer. The efficient high-level command set, guaranteed long-term availability, mating system "ownership", extreme ruggedness and reliability, and user customization features uniquely combine to meet the needs of embedded systems.

The NFX Managed-Memory Token's efficient command set and on-board file management system ease the host microprocessor's load, decreasing both hardware requirements and firmware complexity. Datakey Electronics assures long-term availability by configuration-controlling the Token's electrical, mechanical and software interfaces. Managing the NFX Token in this manner virtually eliminates the constant costly re-qualifications some OEMs are experiencing due to the ever-accelerating obsolescence of mass-market memory devices (i.e. camera cards). Additionally, this configuration-control effectively eliminates the need for in-field updating of deployed OEM equipment due to data carrier obsolescence. As the designer/manufacturer of the entire data carrier / receptacle system, Datakey Electronics "owns" the performance of the overall system. This provides OEM engineers with an easily accessible and highly technical single point of contact throughout the lifecycle of their program.

The NFX Token's electronics are solid over-molded, providing extreme ruggedness. It can be soaked in water or fuels, covered in mud, autoclaved, washed, and even rolled over by a truck – it will still work. The NFX Token's redundant contact system and 50,000 cycle mating Receptacle designs have been used successfully for more than 15 years in the most extreme conditions including military, medical, and industrial.

Datakey Electronics' SR4000 Series of mating Receptacles provide a variety of mounting options, including panel mount versions that fill a definite need in OEM embedded systems. Also, a newly developed IP-rated (splash-proof, dust-proof) panel-mount receptacle is nearing release. This capability, unique in the portable data carrier market, meets OEM requirements for keeping dust and water out of field-deployed electronics.

The NFX Managed-Memory Token helps secure the OEM's intellectual property and revenue stream. Every Managed-Memory Token contains a factory-loaded electronic serial number and optional unique OEM code, allowing the OEM to secure the revenue stream from resale of their Tokens. The NFX Token provides several OEM-customizable write-once registers that can be used for encryption seeds, one-time use flags, write protect flags, etc. for protection of on-board data and to facilitate distribution/sale of software, firmware upgrades, or "recipes."

Datakey Electronics supports the Managed-Memory Token with a complete line of support peripherals including Development Kits designed to help embedded designers reduce R&D costs, reduce time-to-market, and reduce technical risk.

For more information on the industry's first truly rugged high capacity memory product optimized specifically for embedded OEM system designs - the Managed-Memory Token - please contact Datakey Electronics, visit our new web-site at [www.datakey.com](http://www.datakey.com), or visit us at **Booth #638** at the *Embedded Systems Conference* in San Jose, CA, April 4-6. For a **FREE** pass use Priority Code: X056 when [registering](#).



### **About Datakey Electronics**

Datakey Electronics offers a complete catalog of RoHS compliant, fully-engineered data transport solutions. The product line consists of proprietary memory Keys and other custom-shaped Tokens containing non-volatile memory, mating Receptacles, Reader/Writers, and Development Kits. These products are used worldwide in hundreds of industrial, medical, military and commercial applications, providing a cost-effective and reliable way of storing and transporting electronic information where conventional methods would not survive. In addition, Original Equipment Manufacturers (OEMs) choose Datakey Electronics because unlike consumer product manufacturers, they offer life-of-product availability and support.

Datakey Electronics, Inc. has built a world-wide base of customers over the past 30 years. These include St. Jude Medical, General Dynamics, Cisco Systems, Raytheon, Siemens, Tyco Healthcare, Gilbarco, governments and many other multi-national corporations.

Datakey Electronics, Inc., based in Savage, MN, is a fully vertically-integrated minority woman-owned business, designing, molding and assembling all of its products in its own custom-built factory.

For more information about Datakey Electronics, Inc. visit: [www.datakey.com](http://www.datakey.com)

Or stop by our booth at one of these other upcoming Trade Shows:

## Portable Data...



**Make the connection.™**

April 12, 2007

[AFCEA TechWest UK](#)  
in Shrivenham, England  
Click [here](#) to register.

May 1-3, 2007

[AFCEA Technology Showcase at DISA](#)  
in Nashville, TN (Booth #339)

August 7-9, 2007

[AUVSI](#)  
(Association for Unmanned  
Vehicle Systems International)  
in Washington, DC (Booth #1235)

September 20-21, 2007

[Embedded Systems Conference Boston](#)  
in Boston, MA (Booth #1709)

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Web Site: [www.datakeyelectronics.com](http://www.datakeyelectronics.com)

## NEWS FOR IMMEDIATE RELEASE

# Datakey Electronics, Inc. is Now Up and Running in a New Manufacturing Facility

**Savage, Minnesota, September 27, 2004** – After a week-long move Datakey Electronics, Inc.'s new 17,500 square foot office and manufacturing facility is has begun normal operations. This new facility will allow Datakey Electronics to operate more efficiently and better serve customers.

*"This purpose-built facility gives us the necessary room to continue to grow and expand – and because we own the facility, we will not have to move until we outgrow it,"* commented Adriana Jennings, CEO, Datakey Electronics.



*"Moving a manufacturing facility is not an easy task, but all of our employees went above and beyond to make the transition as smooth as possible,"* commented Datakey Electronics' President, Eric Jennings.

Normal operations, including manufacturing of product, shipping and receiving resumed this morning.

### About Datakey Electronics, Inc.

Datakey Electronics, Inc. manufactures products for Original Equipment Manufacturers (OEMs), consisting of proprietary memory keys and other custom-shaped tokens containing re-programmable non-volatile memory. Datakey Electronics' products are a convenient, rugged way to carry electronic data and to control access. These

products are used world-wide in hundreds of military and commercial applications, cost-effectively providing a reliable way of storing and transporting electronic information where conventional methods would not survive.

Datakey Electronics, Inc. has a world-wide base of customers including Microsoft, General Dynamics, Raytheon, Siemens, New York Health and Hospital Corporation, Gasboy, governments and other multi-national corporations.

Datakey Electronics, Inc. uses the latest electronic memory technology and manufacturing techniques to provide both off-the-shelf and custom products. Datakey Electronics products solve difficult data transportation problems, security problems, and access control problems. These products are packaged in convenient key and custom-shaped tokens and are supported by a full line of peripherals for programming and access. Design services are available for custom products and system applications.

Datakey Electronics, Inc., currently based in Burnsville, MN, is a minority woman-owned business with a complete manufacturing capabilities and substantial capacity for production growth.

Contact:

Susan L. Hansen

Datakey Electronics

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## **DATAKEY ELECTRONICS, INC.: NEW CORPORATION COMES WITH 25+ YEARS OF EXPERIENCE.**

**MINNEAPOLIS, Minn., April 29, 2002** – Datakey Electronics, Inc. reports strong growth in its traditional government and commercial markets for portable data carriers in the shapes of keys, tokens and tags. Additionally, Datakey Electronics plans to introduce several new versions of its portable carriers in 2002. Under new management since its 2001 acquisition from Datakey, Inc. (NASDAQ: DKEY), Datakey Electronics plans to increase support of its customers by adding more regional representatives around the country.

Datakey Electronics, Inc. manufactures products for Original Equipment Manufacturers (OEMs), consisting of proprietary memory keys and other custom-shaped tokens containing non-volatile memory. Datakey Electronics products are a convenient, rugged way to carry electronic data and to control access. These products are used world-wide in hundreds of military and commercial applications, providing a cost-effective and reliable way of storing and transporting electronic information where conventional methods would not survive.

Datakey Electronics, Inc. is the primary supplier of Crypto Ignition Keys (CIKs). Over 2,000,000 Crypto Ignition Keys were supplied to the STU-III secure telephone system. Also, Datakey Electronics supplies various shapes and sizes of CIKs to most all other crypto security devices produced for the U.S. government.

The new, privately held Datakey Electronics, Inc. has a legacy of more than 25 years of product development experience in robust device packaging and employee experience. Datakey Electronics plans to introduce up to 12 new products in 2002; products making many customers' current applications easier to do, while simultaneously addressing new applications and markets.

*“Many of our products have been designed into applications such as access control, communications security, fuel dispensing, cashless vending, process control, data logging, instrument calibration, materials tracking and more. When Datakey, Inc. announced it was*

(more)

*either selling or closing its Electronic Products Division, the mainstay of their business for more than 20 years, many customers were concerned about whether they would have a continuing source of our products,” said Jeff Daniel, Business Development Manager of Datakey Electronics. “Now under our new ownership, our customers will continue to be served with dependable Datakey Electronics products.”*

*“By taking this division and forming a new company with a sharp focus on our core technologies, we now have the ability to expand our existing markets and develop a new line of products to meet customers’ growing security and portable data needs,” added Scott Gardeen, Customer Applications Development Engineer. “In addition to broad security applications, our Memory Tokens, Keys, and other Systems Solutions products are used for facility access control, process and machine control, firmware updates and parameter uploads, calibration data, biometrics data, survivable ID tags, and authentication.*

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Datakey Electronics, Inc. uses the latest electronic memory technology and manufacturing techniques to provide both off-the-shelf and custom products to solve difficult data transportation problems. Datakey Electronics’ products are packaged in convenient key and custom-shaped tokens and are supported by a full line of peripherals for programming and access. Design services are available for custom products, and system applications.

Datakey Electronics, Inc., based in Burnsville, MN, is a minority woman owned business and boasts a complete manufacturing facility with substantial capacity for production growth.

###