



## **News Release**

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## **Revere Security Strengthens Market Presence with Full-service Marketing Firm M/C/C**

**Dallas – Oct. 13, 2008** – Revere Security has a way with numbers. The Dallas-based company has taken a remarkably simple, efficient and powerful algorithm and made it affordable enough to unlock a world of security opportunities in pervasive and ubiquitous computing technology. While numbers come easy to Revere Security, it knew full-service marketing firm M/C/C ([www.mccom.com](http://www.mccom.com)) can put into words what few can. That’s just one of the reasons why Revere Security chose M/C/C to guide its marketing efforts, which include public relations, market research, branding, Web site management and Internet marketing.

“When we needed marketing experts, M/C/C stepped forward and quickly exhibited what a full-service marketing agency with a focus on the technology sector can do for a company trying to make a splash in an emerging market,” said Revere Security CEO and President Rick Stephenson. “I’ll be the first to admit that cryptographic algorithms can be difficult to comprehend; however, we needed our messages to reach the movers and shakers of our industry and its vertical markets. M/C/C did a tremendous job of establishing a strong brand reinforced by our Web site, public relations, corporate identity and other marketing pieces that speak clearly to those influential parties. It has become a launching pad for Revere Security, our encryption technology and the possibility for us to emerge as the future standard

in a world where pervasive computing and higher data security are becoming more and more necessary.”

M/C/C is a full-service, integrated agency with more than 23 years in the technology marketing, advertising and public relations field. M/C/C was able to leverage its own insight, as well as additional perspective from its established relationships with clients, reporters, market analysts and innovators, to help create a comprehensive integrated marketing communications program that fit Revere Security’s course of action perfectly.

“As deep as cryptology can be, we have relationships with some of the technology industry’s brightest minds that helped provide a fresh perspective into encryption technology and where it’s headed; that’s the value in working with an established agency like M/C/C,” said Mike Crawford, president and founder of M/C/C. “Keeping an open communications channel with industry leaders and analysts not only benefits our clients, but our agency as a whole. M/C/C remains on the pulse of cutting-edge technology and innovation, as do many of our partners. I believe you can link that back to why we connect so well with our clients. Revere Security is passionate about providing a data security solution that impacts the pervasive computing possibilities, and we’re excited that we have this great opportunity to share its innovative technology with the world.”

The heart and soul of Revere Security’s technology is its cryptographic algorithm that delivers a multitude of benefits across several audiences and applications including the industry’s smallest footprint resulting in smaller chips that require less power at a reduced cost. With Revere Security, pervasive and ubiquitous computing can hit the fast track through applications like radio frequency identification (RFID) technologies, wireless sensor networks, mobile computing, supervisory control and data acquisition (SCADA) and identification cards such as the Enhanced Driver’s License (EDL) – a state-issued ID card that serves as both a driver’s license and as a cross-border travel document currently being used in Michigan, New York, Vermont and Washington. To learn more about Revere Security and its unique technology, visit [www.reveresecurity.com](http://www.reveresecurity.com).

**About M/C/C**

Dallas-based M/C/C provides marketing, advertising, public relations, Internet marketing and research for companies ranging from growing start-ups to global leaders. Several of M/C/C's clients dominate their industries, including Texas Instruments, CapRock Communications and CommScope Enterprise Solutions. The agency's mantra of "living the unexpected" has not only helped clients exceed their marketing goals, but it consistently has made M/C/C one of the top PR and ad agencies in Dallas for more than 20 years. M/C/C's Web site is <http://www.mccom.com>.

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