



## **INDORSE TECHNOLOGIES' DATA PROTECTION AND DATA LOSS PREVENTION SOLUTION, INDIA, HONORED BY TECH AWARDS CIRCLE**

*New Image Assurance and Security Solution Selected Among Top Technology Products for Helping Prevent Potential Losses from Accidental or Fraudulent Image Leakage*

**New York, NY — November 23, 2009** — [InDorse Technologies](http://www.indorsetech.com), the leading provider of context-based-data assurance and protection, today announced that its image assurance solution was recognized as an honoree in the Best Enterprise Software Product/Solution category by Tech Awards Circle. InDorse Image Assurance (InDIA™) received accolades for helping to prevent data leaks by granting or denying access to images based on a company's preset criteria—without touching every desktop. End users conduct business-as-usual and the images dictate the security policies. For additional information on the InDIA solution, please download the data sheet at:

[http://www.indorsetech.com/releases/InDorse\\_Technologies\\_InDIA.pdf](http://www.indorsetech.com/releases/InDorse_Technologies_InDIA.pdf)

Tech Awards Circle celebrates the products, services, vendors and individuals making a difference in the industry today. 2009 winners were selected by an independent circle of publication reviewers/journalists from nominations based on a broad range of achievements – from product and technology innovations to talented executive leadership and engineering innovators.

InDorse's InDIA stood out from other software solutions entered for enabling organizations to discover, tag and protect multimedia files (JPEG, CAD/CAM, X-rays, videos), scattered throughout the enterprise. Specifically noted, InDIA's customization of an invisible, or visible, digital watermark placed on the image to view the metadata, or content, as well as search all file storage devices such as WebDAV, Windows File Share, SharePoint, NFS, Novell and legacy file storage devices, to locate and group any image according to predetermined criteria.

Also notable was InDIA's image security features: unlike a Data Loss Prevention (DLP) solution that will alert only after a security problem has occurred, InDIA prevents end-users from accessing files in the first place based upon context, content and location, utilizing preset security rules. InDIA resides between the DLP and access-control logic from the identity management side, offering a new identity-aware approach to secure unstructured data.

“Despite overwhelmingly strong competition, InDorse Technologies exhibited true industry excellence to be recognized among the top of the Tech Awards Circle,” said Kevin Anderson, awards program coordinator. “Our judges were pleased at the level of submissions from all the vendors entering this year's competition. To be part of this prestigious award program and to be recognized alongside this year's class of thriving companies is a testament to the quality and innovation of InDorse Technologies' security solutions. We wish them continued success and look forward to them participating in future Tech Awards Circle programs.”

“We are pleased that InDorse has been honored in the Best Enterprise Software Product/Solution category by such a prestigious awards organization as Tech Awards Circle,” said Rob Marano, InDorse Technologies’ president and CEO. “We will continue to maintain an aggressive product development roadmap and schedule, adding new and relevant security features to our solutions portfolio.”

#### **About Tech Awards Circle**

Tech Awards Circle was established this year to truly honor the ‘best of the best’ in technology. Tech Awards Circle is not affiliated with an analyst firm or a media company, both of which are directly supported by tech vendors through consulting relationships or advertising sales, so it is uniquely unbiased and immune to conflicts of interest.

#### **About InDorse Technologies**

Located in New York, NY, InDorse Technologies provides award-winning solutions that ensure the integrity and security of business-critical, sensitive information. InDorse delivers a new level of information accountability that cuts across an organization's departmental silos to provide a unified, holistic view into every person and every application/service that touches sensitive information. Leveraging the native security elements contained in most documents, InDorse discovers, organizes, classifies and tracks all activity associated with sensitive information. Our customers achieve new value in their ability to derive information transparency by providing comprehensive security, better risk management, greater adherence to internal business governance as well as external regulatory and industry mandates. For more information, about InDorse Technologies, please dial +1 (646) 495-6127 or visit [www.indorse-tech.com](http://www.indorse-tech.com).

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