***Origin Story of Intrinsic ID***

Back in 2007, a group of scientists working at Philips Research Laboratories were exploring a concept called “ambient intelligence”, which was the idea that intelligent devices and sensors could be everywhere making decisions autonomously. In this environment all the systems involved must be trusted, so the team focused on investigating security for ambient intelligence. It was through this work they discovered innovative ways to apply a technology called Physical Unclonable Functions (PUFs). A PUF harnesses the natural variations within the manufacturing process of integrated circuits to generate a distinct digital identifier. After working with several different types of PUFs, the SRAM PUF, which leverages the behavior of standard SRAM memory, available on any chip, to create a digital fingerprint, was determined best-suited for commercialization. Proven to be robust, yet lightweight and scalable, SRAM PUF could be applied to a wide range of applications. This is when the founders decided to spin off from Philips Research and form Intrinsic ID.

The first markets to adopt SRAM-PUF security were government and defense and banking applications but as the world became more digital, the technology has expanded to protecting sensitive data in the cloud and securing Internet of Things (IoT) devices, exactly as was envisioned in the “ambient intelligence” project years earlier as ambient computing had evolved into what we know as the IoT today. And, as the IoT becomes increasingly integral in pivotal sectors such as automotive, industrial, critical infrastructure, healthcare, wearables, finance, smart residences, and urban environments, the task of securing these IoT devices has become both crucial and challenging and provides an ever-growing market for the Intrinsic ID solutions.

Today Intrinsic ID is recognized as a pioneer of PUF technology and has received numerous awards and accolades for its innovative technology. It was born in the same High Tech Campus that is home to more than 200 companies and research organizations, including Philips Research, NXP Semiconductors, and ASML. The company is also based in Silicon Valley and its customers are some of the biggest names in the tech industry who rely on Intrinsic ID to protect more than 600 million devices in the field.

Intrinsic ID was co-founded by Pim Tuyls and Geert-Jan Schrijen. Dr. Pim Tuyls, CEO of Intrinsic ID, holds a PhD in mathematical physics from the University of Leuven in Belgium and has more than 50 patents. Geert-Jan Schrijen, Chief Technology Officer of Intrinsic ID, holds a master’s degree in Electrical Engineering from the University of Twente.