



How Biometrics Help

The explosive growth of corporate networks, the Internet, and e-commerce has created a tremendous challenge to reliably yet easily identify people who cannot be met face-to-face. Today the most common means for verifying the identities of individuals in network environments are passwords and personal identification numbers (PINs). These older authentication methods are no longer appropriate for most applications.

Network-Based Transactions

Passwords and PINs are often easily guessed or cracked by a skilled hacker, are frequently forgotten, leading to demands on help desks, and can be shared between several users, leading to multiple users having access to a single account.

The value and importance of network-based transactions, including e-commerce, has grown to levels that require more than passwords or PIN authentication. Users have recognized that if they require appropriate means to reach a higher level of security. Biometrics represents a powerful tool to accomplish this.

Biometric Demand

Biometric technology has been around for many years, but historically it had been very expensive and somewhat difficult to use. Its application has mostly been limited to military and other very high-security applications where cost and convenience are less important than security.

The Internet boom has driven up the demand for authentication. The technology is now affordable and easily available to satisfy the increased demand for authentication.

How Biometrics Help

As more and more personal information is stored in computers, it is becoming increasingly important to ensure that only certain individuals have access to that information. Online banking, online shopping, online voting, online stock trading — each of these online applications requires secure authentication in order to be successfully implemented.

Currently passwords are used almost exclusively for authentication on the Internet. Passwords are cheap, because they don't require any special hardware, and they have been in use for many years. However, passwords are far from ideal.

- ◇ Passwords are easily forgotten
- ◇ Passwords can be "stolen" by people looking over your shoulder as you type, or by electronically "sniffing" the password as it is transmitted across the network
- ◇ Passwords can be shared with others, allowing multiple individuals access to something that was intended for only one person.
- ◇ As you work with multiple password applications, the number of passwords you have to remember becomes unwieldy. To simplify, most people use the same password for all of their accounts, which creates huge security risks.

Biometric authentication has the tool to solve many of these problems by eliminating passwords. By comparison, biometric characteristics (such as fingerprint, iris, voice, face etc.) has the following advantages:

- ◇ Can not be lost or forgotten by the individual
- ◇ Are tremendously difficult to steal and replicate
- ◇ Cannot be shared with others
- ◇ Are convenient and easy to use

id-Confirm has developed a practical solution for dealing with network authentication, identity theft, eCommerce fraud and overall personal identity security. The answer is a simple, mobile, biometric device that offers a virtual guarantee of security for people, their personal biometric information and their financial transactions.

Additionally, this service is incredibly simple to use, practical and secure. By deploying its disruptive technology, id-Confirm can address traditional points of failure for a variety of industries and applications, ultimately benefiting the consumer.

About id-Confirm, Inc.

id-confirm, Inc. (OTC Bulletin Board: IDCO) is a publicly traded, Denver-based company that develops biometric identity authentication solutions for enterprises, government and identity management partners. id-Confirm provides the industry's only end-to-end solution for identity verification that was designed with individual privacy rights in mind as well as encompasses all the hardware, software and communications networks needed for immediate, scalable deployment of a complete mobile biometric network authentication platform. Additional information can be found at www.id-confirm.com/.