

## Passwords don't work!

Traditionally a person logs into an online service with a username and password. But today, most people have dozens of online accounts; they can't remember a different username and strong password for each one. So instead they use the same password everywhere, or cope in other ways that increase the risk of identity theft and data theft.

There must be a better way.

## The easiest, most secure way to log in and manage identities online

Strong authentication doesn't have to be complicated - for online service providers or their users. As a matter of fact, we've found that by making it **easier** for users to log in, we actually make it **more secure**. So we ask for as little information as possible from the user; instead, we recognize users the same way people recognize each other.

MyBioID offers the easiest and most secure way for users to log into their online accounts, authorize transactions and manage their online identities, without remembering dozens of usernames and passwords or carrying tokens. By recognizing the user's presence with a webcam, the MyBioID service helps reduce the chances of online identity theft and data theft.

And all of this comes as a service. No client software to install, no special hardware. Users only need a standard webcam or smart phone, and for service providers it only takes a simple integration.

## Applications

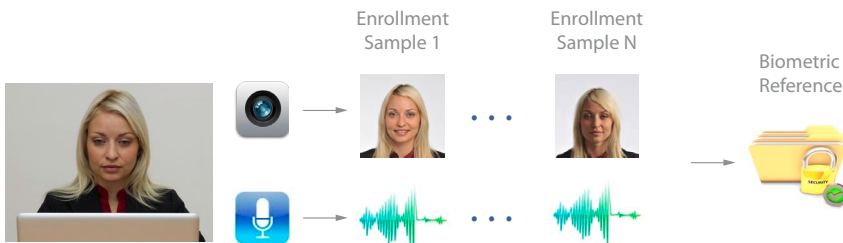
By recognizing the physical presence of the user, MyBioID can be used in a number of ways:

- Login for applications, sites and services that you maintain
- Login for third party websites that already support myBioID or OpenID
- Login for single sign-on (SSO) or password manager solutions
- More secure transaction authorization
- Simpler, automated password reset process (alternate authentication method)
- Assured digital identities to verify user's legal identity or characteristics such as age or gender

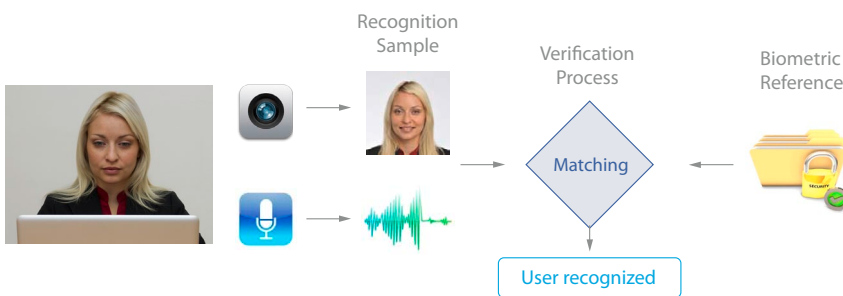


## How MyBioID works - be recognized and log in

When a user first starts using MyBioID, they give us a few samples with their web-cam. These are called enrollment samples - they teach MyBioID how to recognize the user.



After that, whenever the user logs into a site that accepts their MyBioID login, the site redirects them to the MyBioID recognition page. We take another sample and compare it to the enrollment samples. If the user has already logged into MyBioID from that device, we simply recognize them without requiring a username.

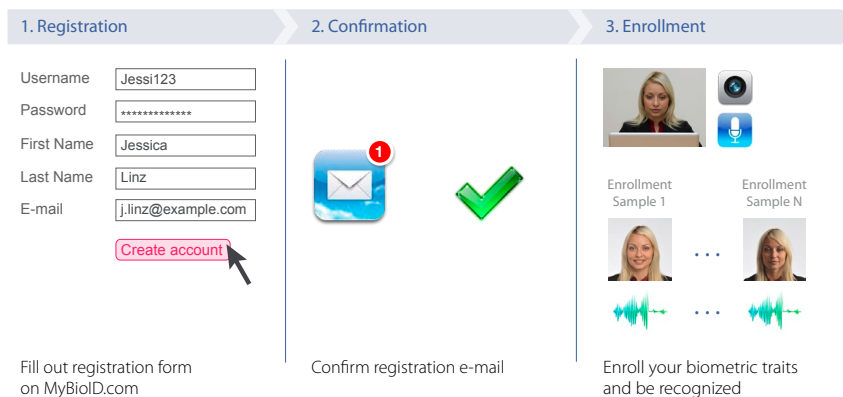


If the user is recognized they'll be sent back to where they came from. No fuss.

### Service providers and end users can count on MyBioID:

whenever you need it, it just works. It recognizes users, and it recognizes when someone else is pretending to be one of them.

### Get started today!



To learn more or to get started, please see [www.bioid.com/products-and-services/MyBioID](http://www.bioid.com/products-and-services/MyBioID)

## Benefits

- Greater security: recognize user's presence
- More convenient user experience: no usernames and passwords, no tokens, just look at the camera
- Simplified registration with new websites and services
- Reduced chance of identity theft and data theft
- Increased user trust
- Competitive advantage
- Increased membership
- Additional revenue streams
- Device-independent: works on almost any device (iOS support coming soon)
- Deploy in days: no software installation or special hardware
- Flexible configuration
- Reduced cost

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