identaOffice™

IdentaZone's Suite of Biometric Authentication Solutions

identaCloud™

identaMessage™

identaMaster®

identaMaster®

identaZone®

The pioneer in multimodal biometric identity management solutions

The biometric identification market is expected to reach $5.45 billion by 2017, experiencing an estimated compound annual growth rate of 17.3%. Driving this market are increased security concerns regarding sensitive information, new financial-transaction compliance rules, ubiquitous mobile device use, and the constant threat of cyber-crimes. Together, they reinforce the need for superior identification methods by companies and consumers. Multi-factor biometric authentication meets this need for stronger security across multiple markets such as government, defense, banking and finance, travel and immigration, healthcare, consumer electronics, commercial security, and mobile transactions/ activities.

IdentaZone is a pioneer in multimodal biometric identity management solutions. It makes biometrics (that are considered the gold standard today!) quickly and inexpensively available for any conceivable authentication tasks, regardless of the industry, market, or application type. IdentaZone breaks through the technological barrier of biometric adoption by enabling almost any set of biometric factor providers (including fingerprint, palm vein, finger vein, keystroke dynamics, facial, brainwave, iris, etc.) to interoperate securely, quickly, and inexpensively among and within any industry without requiring changes to existing business applications or enterprise systems.

Obstacles Overcome by IdentaZone

Many obstacles have slowed adoption of biometrics, but IdentaZone's universal solution overcomes them. The following are some of the major obstacles our competitors deal with, and how we've overcome them:

- "**There is no single authentication algorithm or biometric technology that meets everyone's (individuals and organizations) requirements and works for all users**."
Organizations often make compromises, installing a less than optimal system, or multiple capabilities that require significant integration time, changes to existing business systems and expense. Further, they select one of many providers of algorithms and hardware manufacturers to capture and read a person's biometric factors (e.g., fingerprint, iris, voice, etc.). With biometric technology and its participants evolving quickly, having the right combination of algorithm/reader today and in the future has been almost impossible. IdentaZone's UNIVERSAL capabilities overcome this by offering almost all biometric algorithms and readers, and can add new technology as it becomes available.

- "**Inability to select the optimal biometric technology/readers for each user.**"
All algorithms and readers do not work equally well for every user. As a result, some individuals experience identification problems which give biometrics a bad name. IdentaZone allows each user to select the algorithm/device that works best for them.

- "**Having no biometric system that works totally independent of any business, market or application and can be shared across multiple organizations.**" With a single independent system, an individual's biometrics could be used for multiple purposes across an organization, from access to floors, buildings and rooms to data bases, programs, data communication, and other logical resources. IdentaZone's independent system sits outside of any specific resource so a single resource can be used for all the organization's authentication requirements. Also, sharing authentication would greatly benefit the industries in preventing fraud, e.g., financial services, healthcare, government. Because IdentaZone contains no personally identifiable information it allows sharing across multiple organizations and industries.

- "**There is no single system for varying levels of multi factor authentication by application and by user.**" There are situations where an organization may want progressively stronger security for the same individual, dependent on the resource accessed, by using different biometric factors and/or devices from manufacturers. IdentaZone's client managed controls allow organizations to change the level of authentication required for each resource and each user.

- "**Seamless and inexpensive integration with existing security system without need to modify application business logic**" Compare to traditional way of integration of any third party system with biometric technology, IdentaZone allow simple and secure interfacing protocol to forward user for authentication with any required biometric factor and just receive result 'YES/NO'. That would dramatically reduce cost of consulting for any business.

IdentaCloud™ is IdentaZone's cloud based independent authentication service and IdentaMessage® its certified universal confidential communication service. IdentaMaster® and Identamaster Pro are a downloadable access control and encryption application for business and consumers. They utilize the most advanced biometric capabilities

and are based on two broad patents: No. 6,993,659 "Independent Biometric Identification System" and No. 8,145,915 "System and Method for Platform-Independent Biometrically Verified Secure Information Transfer and Access Control" and a few patent applications. Our identity management services and solutions are easily scalable for businesses and industries of all sizes, using a single access point for controlling the identification process.

IdentaZone breaks through the technological barrier of biometric adoption by enabling almost any set of biometric factor providers (including, but not limited to, fingerprint, palm vein, finger vein, keystroke dynamics, facial, brainwave, iris, and voice recognition etc,) to interoperate securely, quickly, and inexpensively among and between any industry (Healthcare, Finance, Government, etc.) without requiring changes to existing business applications or enterprise systems.

Prior to IdentaZone, biometrics required custom integration of unique solutions into an existing security system, could not use multiple factors from the same or different manufacturers, and risked forcing the replacement of all current biometrics if the customer desired even a limited installation of a different device or technology. IdentaZone overcomes these limitations because, as discussed in a separate tab for Technology, IdentaZone created system which is completely interoperable and uses a forward looking modular design. As a result, IdentaZone offers the most accurate verification of a person's identity; it can use single or multi-factor biometrics and bases each installation on the client's application requirements. IdentaZone is easy to use, takes minutes to enroll and works with virtually all available biometric devices.

There is no personally identifiable user information in the database (i.e. name, SSN, driver's license) and as a result it can be safely used inside any industry (financial, insurance, health, etc.) and across multiple industries; this makes it virtually impossible to steal or hack client information from IdentaZone, which is very important for any industry, but banking and healthcare in particular.

These allows us to introduce four key universal biometric identity solutions based on above concept:

- **IdentaCloud**™ - cloud-based Independent Biometric Authentication service.
The Independent Biometric Authentication Service helps protect access to logical or physical resources by enabling the use of virtually any biometric technologies regardless of vendor, industry, market, application, type or software platform employed. Organizations choose the optimal set of biometric factors and scanners for their situation to achieve the level of identity authentication and digital communication security they require. Because these authentication capabilities are in the cloud they can be accessed from almost anywhere in the world. IdentaCloud™ does not store or share any sensitive

information of a customer or organization. Our technology permits users to select the authentication method (e.g. hand, finger, iris, voice, face etc.) that works best for them. Finally, our architecture is so advanced that our products are simple to use and can be integrated in a day.

IdentaCloud™ helps selects the optimal algorithm and a biometric scanner for each individual user so it works well for everyone. It does not require changes to existing business applications, so your subscription and integration procedures are fast and cost effective, typically taking a day.

- **IdentaMessage**™ - certified universal confidential communication service.
IdentaMessage™, ensures that any digital communication between sender and recipient are kept private and secure. IdentaMessage works for virtually any communication method (email, voicemail, fax, etc.), data transfer protocols (ftp, http/smtp/instant messaging, etc.), encryption algorithms, and is biometric hardware agnostic, thus allowing the recipients and senders to utilize the software and hardware of their choice. Decryption occurs only when recipient successfully authenticates.

- **IdentaMaster**® / **IdentaMaster**® **Pro** - solutions for biometric access control and encryption for any type digital information for consumer and businesses. IdentaMaster Pro takes IdentaMaster to the next level by making it the smart choice for medium and enterprise size businesses with complex networked computers and/or servers. The application provides the same access control and encryption capabilities, a choice of optimal biometric factors and devices for each user for optimal performance, and encryption for selective files, folders or documents. It adds controls and discriminates user's access to share networked resources, the ability to set different levels of security to access each workstation (e.g. finger scan for some workstations but finger plus iris for others), set different levels of security for each encrypted file/folder and attached networked devices in the organization, and management of the application from a single access point for the entire network.
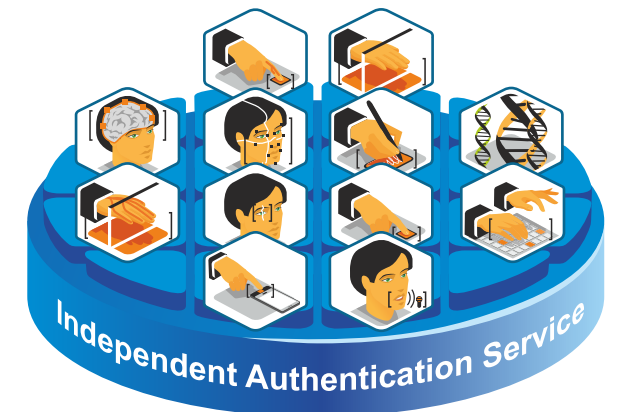
identaCloud™

Independent
Biometric Authentication Service

Martin Smith

Eliza Magnin

Tom Johnson

Raj Bhakta

Lisa White

Independence:

- **Biometric Platform Independence**
- **Industry, Business and Application Independence**
- **Optimal Biometric Technology and Scanner Selection**

identaMessage™

Certified Universal Confidential Communication Service.

IDENTIFY YOUR SELF

ATM

Independence:

- Biometric Platform Independence
- Industry, Business and Application Independence
- Optimal Biometric Technology and Scanner Selection

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IdentaMaster® Pro - Biometric Authentication Solution for Microsoft Servers is the world's first enterprise and consumer biometric security and authentication solutions for various organizational networks, including Microsoft Server's Domain Network, as well as for standalone computer. Flexible licensing model supported.

The product created by Identazone Inc. - a pioneer in multimodal biometric identity management solutions on the basis of patent No. 6,993,659 "Independent Biometric Identification System".

IdentaMaster® Pro Features: Combine Logon Convinience and Security

- **Improve** Organizational Biometric Identity Management Infrastructure of any size.
- **Protect Critical Resources -** utilizes biometric characteristics in order to verify user identity prior to granting access to sensitive data you wouldn't want others to see on PC.
- **Safeguard Corporate Network** – biometrically secure authentication request within a Windows Domain with user's biometric attributes.
- **Provides Adaptability -** grants for each users the ability to secure their information with any biometric technology and scanners of their choice. Because no biometric technology works the same way for everyone, individuals are able to select which scanners and biometric technologies are better suited for their purposes.
- **Provides Flexibility** - allows users the simplicity and ease of a one-time installation. Once installed, the application is compatible with any individual device or multiple devices simultaneously. Easy to be extended with any additional biometric device or biometric technologies and corresponding IdentaMaster© Pro software plugins without reinstalling whole application.

Why is IdentaMaster® Pro the best?

IdentaMaster® Pro provides the user with the unique ability to combine and work with different biometric technologies and devices simultaneously. This unparalleled independence makes it possible to switch from one device to another during use.

Our innovative solution is designed to make sure that biometrically encrypted data won't be stolen by outside parties while being shared, synchronized or sent via publicly accessible cloud services (Dropbox, Silversky, GoogleDrive, etc) and across any corporate file servers or sharable network drives.

IdentaMaster® Pro - Biometric Authentication Solution for Microsoft Servers.

DOMAIN CONTROLLER

IdentaMaster® Pro solution benefits:

- World class biometric technology and scanners available on the market helps protect and secure your sensitive secure sensitive corporate resources.
- Essential solution for user role-based authentication in organizational secure environment.
- Flexible licensing model: supports sophisticated corporate network as well simple home and/or small office.
- A personalized encryption biometrics profile enables you to better secure your data than a traditional password.
- Simplicity to buy, download, install and use! lets you start securing your data right away.

You Choose the Scanner:

- Freedom and flexibility to choose the scanner that works best for you. Works with biometric technologies (fingerprint, finger/vein, palm, iris, facial, voice, brain, etc) and scanners from most leading biometric manufacturers around the world and available on the market.

- Users can employ multiple biometric devices to secure their data, and are not limited to the types they choose. One scanner can be used to encrypt data at home, and another scanner can be used to decrypt the data at the office.

Enforce authentication and authorization rules with biometric technology of your choice and enhance data encryption mechanism with Personal Biometric Profile:
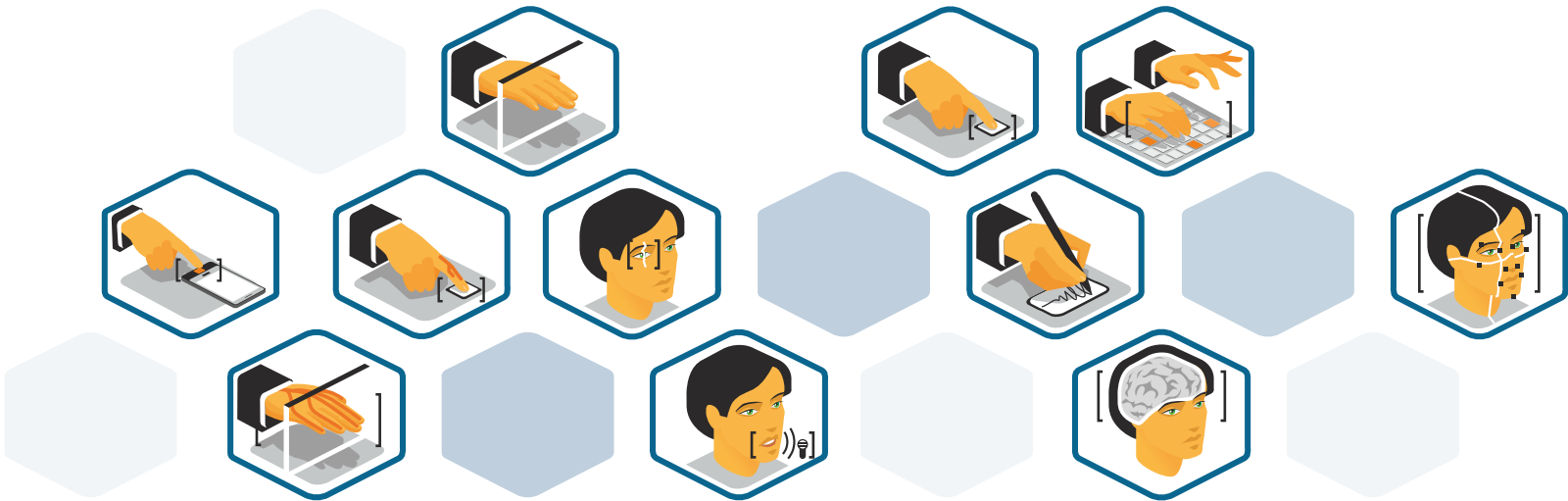
Unlimited Encryption IdentaMaster® Pro gives you the option of:

- Grants users peace of mind knowing that personal PC data is protected using the gold standard in identity authentication technologies.
- Enables Organizational Administrators to perform precise user audits based on advanced biometric authentication technology.
- Encrypts all files, folders and documents:
  - stored on your PC and/or
  - within shared space in the organization and/or
  - shared space assigned by corporate Domain Administrator based on configured biometric profile and/or
  - data stored on any cloud service platforms based on user's biometric profile.
- Secures data shared through the cloud or corporate file server. Our system is designed so that the biometrically encrypted data will not be stolen by outside parties when it is sent through publically accessible cloud services (Dropbox, Silversky, GoogleDrive, etc.).
- Monitors data encryption/decryption procedures on both Domain Administrator's level and local PC Administrators level.

IdentaMaster®, is the world's first consumer oriented biometric software solution created by Identazone Inc. a pioneer in multimodal biometric identity management solutions based on patent, No. 6,993,659 "Independent Biometric Identification System".

IdentaMaster® Features

Protection - utilizes biometric characteristics in order to verify user identity prior to granting access to sensitive secured data you wouldn't want others to see or be able to access.

Adaptability - grants users the ability to secure their information with any biometric technology and scanners of their choice. Because no biometric technology works the same way for everyone, individuals are able to select which scanners are better suited for their purposes.

Flexibility - allows users the simplicity and ease of a one-time installation. Once installed, the application is compatible with any individual device or multiple devices simultaneously. Easy to be extended with any additional biometric device or biometric technologies and corresponding IdentaMaster software plugins without reinstalling whole application.

Why is IdentaMaster® the best?

IdentaMaster® provides the user with the unique ability to combine and work with different biometric technologies and devices simultaneously. This unparalleled independence makes it possible to switch from one device to another during use.

Our innovative solution is designed to make sure that biometrically encrypted data won't be stolen by outside parties while being shared, synchronized or sent via publicly accessible cloud services (Dropbox, SilverSky, GoogleDrive, etc).

WINDOWS LOGON

ENCRYPTED

ENCRYPT PERSONAL DATA WITH YOUR BIOMETRIC PROFILE

**PROTECT ACCESS TO YOUR PC**

IdentaMaster® solution benefits:

- World class biometric technology and scanners available on the market helps protect and secure your sensitive personal data.

- A personalized biometrics profile enables you to better secure your data than a traditional password. Encryption of all files, folders and documents stored on your PC. Encryption of data stored on any cloud service platforms.

- Simplicity to buy, download, install and use! Lets you start securing your data right away.

You Choose the Scanner:

- Freedom and flexibility to choose the scanner that works best for you. Works with biometric technologies (fingerprint, finger/vein, palm, iris, facial, voice, brain, etc) and scanners from most leading biometric manufacturers around the world and available on the market.

- Users can employ multiple biometric devices to secure their data, and are not limited to the types they choose.

- One scanner can be used to encrypt data at home, and another scanner can be used to decrypt the data at the office.
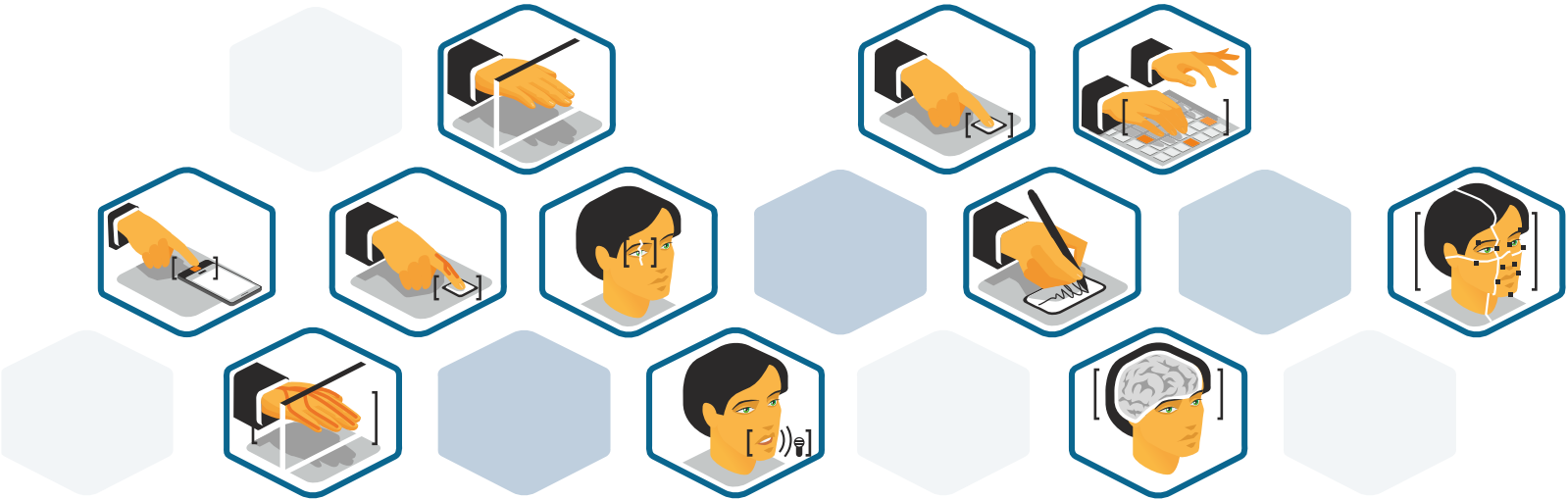
Unlimited Encryption IdentaMaster® gives you the option of:

- Gives you the peace of mind knowing that yours PC, and anything on it, is protected using the gold standard in identity authentication technologies.

- Securing data being shared through the cloud, our system is designed so that the biometrically encrypted data won't be stolen by outside parties while being sent through publically accessible cloud services (Dropbox, Silversky, GoogleDrive, etc).

- Encrypting all files, folders and documents with your biometric profile on your PC or/and any cloud services.

- Encrypt personal data with your biometric profile.

- Your Windows Logon Protect Access to your PC Encrypted.

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identaZone®

identaCloud™
Cloud based Independent Biometric
Authentication service

identaMessage™
Certified Universal Confidential
Communication Service

identaMaster®
Local profile biometric access
management and personal
data protection

identaMaster®
Corporate network biometric access
management and data security

Do you care who opens your correspondence?

IdentaMessage™

Certified Universal Confidential Communication Service.

IdentaZone®
www.identazone.com

Sleep well knowing you are protected by IdentaMessage

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IdentaZone® is a pioneer in multimodal biometric identity management solutions. The company's solutions make gold-standard biometrics quickly and inexpensively available for any conceivable authentication task, regardless of industry, market, or application type. IdentaZone breaks through the technological barrier of biometric adoption by enabling almost any set of biometric factor providers to inter-operate securely, quickly, and inexpensively within and across industries, without requiring business application or enterprise system changes.

IdentaCloud™ is IdentaZone's cloud-based independent authentication service and IdentaMessage® is its certified universal confidential communication service. IdentaMaster® and Identamaster Pro are downloadable access control and encryption applications for businesses and consumers. They utilize the most advanced biometric capabilities and are based on two broad patents: No. 6,993,659 "Independent Biometric Identification System" and No. 8,145,915 "System and Method for Platform-Independent Biometrically Verified Secure Information Transfer and Access Control."

436 3rd Avenue Suite 201

Brooklyn, New York 11215

Phone: 718-263-9100