



## Company Update August 2009

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### ID-U has Completed Evaluation of its Authentication Prototype

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**ID-U has just completed** evaluating the performance of its authentication prototype. For over 12 months benchmark data were collected, with 800 samplings made and 20,000 “access requests” handled from both enrolled users and outsiders trying to hack the system. Benchmark data included male and female users between the ages of 12 and 75, with different eye colors, some wearing contact lenses and eye-glasses. The benchmark sampling also included members of families in order to verify that genetic similarities do not fool the system. The results were excellent 98% success rate (only 2% false acceptance or false rejection), as well as stability of the identification signature over time. **In short, the results clearly prove that people can be identified using the ID-U technology.**

**ID-U offers a new and disruptive concept in biometric identification.** It is the first stimuli-driven biometric system. A user watches a random moving target, while a camera acquires his/her eye-movement response. Using a user's kinetic response to form a dynamic identification signature introduces a new dimension in biometrics

**“4D-Biometrics™.”**

This approach provides many advantages:

- **Ultra security** – Reproduction of a user's dynamic response is impossible, thus spoofing the system is virtually impossible.
- **Software based** – Simple and inexpensive integration into many existing products.
- **High performance** – Robust to environmental factors such as dirt, noise, illumination.
- **Easy-to-use** – contactless, intuitive interface with no psychological barriers.

**We have also completed a study** which calculated the “quality” of our unique identification signature according to the Entropy theorem, as discussed in “Information content of biometric features” (*Adler, Youmaran, Loyola University of Ottawa, Ontario, Canada*). Results show that the ID-U identification signature contains rich information content which would allow it to accurately differentiate among  $2^{60}$  users (much more than face recognition technology).

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**ID-U CEO, Dr. Daphna Palti-Wasserman** explains, “We are very excited with these results, which reflect the outstanding performance of the ID-U technology. The ID-U error rates are comparable to those of leading biometric products already in the market. These results, in conjunction with the technology's distinct advantages, position the Company very well for penetrating the identification market”.

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**Business Opportunity** Over the last few months the Company has initiated meetings with potential customers and strategic partners around the world – all of whom have showed great interest in the technology. Currently a new funding round for commercializing the technology is in progress. With a disruptive technology that will change the face of identification, ID-U is offering investors a rare opportunity to join the company and enjoy its potential for fast growth and significant Return on Investment.