



## Applied Recognition Announces “Ver-ID Face Authenticator” to Eliminate Password-Reliance Risk

*Ver-ID Face Authenticator enables the addition of a face recognition check to any network access control system, putting an immediate stop to by-far the most common cause of IT breaches and data-spills: compromised passwords.*

(Toronto, February 27<sup>th</sup>, 2018) Applied Recognition, Inc. announces the availability of Ver-ID Face Authenticator, enabling security professionals and network administrators to quickly & inexpensively deploy advanced face recognition technology to eliminate a reliance on inherently-vulnerable passwords...and without adding unpopular obstacles to their users’ experience.

Face Authenticator (FA) introduces biometric validation into any legacy process by redirecting authentication after the user enters a traditional password to a fast, simple app, typically on the user’s mobile device. The Face Authenticator app then guides the user through a short series of randomized poses to confirm ‘liveness’ – i.e. authentication of a live person and not a photo or video. Once authenticated, the existing login process is resumed, having added just a few seconds to the significantly less-secure password-only process. Watch Face Authenticator in action at: <https://vimeo.com/248874230/2c01cd490a>

“We’ve designed a platform with the objectives & constraints of IT professionals front and center”, said Ray Ganong, Co-CEO. “The FA server is easily incorporated into any architecture, within the firewall, and creates and maintains an auditable visual trail of login attempts as well as providing central management of the solution. Our offering also includes ready-to-deploy components to integrate the FA server with any domain controller (e.g., Active Directory Server), any end-point (physical, web, virtualized), and with the Applied Recognition provided app, available for Windows PCs and Android and iOS devices.”

“Password exploits are the cause of the clear majority of damaging network breaches”, confirms Don Waugh, Co-CEO. “Security professionals have understood this for some time, but the lack of a sufficiently simple, (user) acceptable, and powerful solution has meant a continuing stream of breaking news about data spills, ransomware, reputational damage....and lost jobs. With the availability of Ver-ID Face Authenticator, there is no longer any good reason, let alone any good excuse, to delay addressing IT’s top security vulnerability.”



Face Authenticator's first commercial deployment is now in-progress, addressing the heightened vulnerability posed by a major financial services company's remote access users, who rely on VMware clients and Outlook Web Access. Implementation is straightforward for enterprise network professionals; alternatively, Applied Recognition can refer an experienced provider of network integration services. Pricing starts at only \$US 20 per seat per year.

### **About Applied Recognition**

APPLIED RECOGNITION INC. is a leader in face detection, recognition and authentication technology. Founded in 2005, Applied Recognition has developed an extensive portfolio of patents for facial recognition & indexing, and for enterprise-grade, biometric authentication technologies.

Applied Recognition serves a broad range of customers, including financial services providers, IoT device manufacturers, and leading software publishers. Licensing is available for software development kits for the Android and iOS platforms to support online identity verification and digital signature applications as well as login/authentication. ARI also offers Ver-ID Face Authenticator, enabling the addition of second-factor authentication to any enterprise IT access-control system, as an overlay. To learn more, visit [www.appliedrecognition.com](http://www.appliedrecognition.com).

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