

# DigitalPersona Strengths

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❖ **Experts in User Authentication:** DigitalPersona is dedicated to best-of-class solutions for user authentication for use by IS Managers in the computer market. DigitalPersona's recognition algorithms have been developed specifically for the IS market and have been optimized over a period of years. Our hardware and software have been created based on a deep understanding of the needs of IS managers for user authentication.

❖ **User Authentication Manager:** DigitalPersona has developed its technology so that it can be applied to products outside of the computer market with a minimum of effort. DigitalPersona licenses technology building blocks to customers in a wide variety of industries for use with physical access, point of sale, and intelligent object solutions.

❖ **Commitment to the User:** DigitalPersona is committed to the end user and supplies products that provide that customer with a satisfactory experience over the lifetime of the product. With the fingerprint recognition market in its earliest stages, a number of competitors have put products onto the market that do not meet the test of day-to-day performance for the end user. Whether the end user is a network manager or a client at the desktop, DigitalPersona is committed to providing him or her with a tool that is easy to use and performs well each and every time.

❖ **Integrated Solutions:** Another DigitalPersona strength is its ability to provide complete and integrated solutions. As it looked at the requirements for a satisfactory user experience, the company realized that all parts of the product needed to work together optimally. A weakness in any component downgrades the user experience to unacceptable levels. DigitalPersona provides:

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| ❖ Hardware and Firmware            | ❖ Client Applications   |
| ❖ Recognition Engine               | ❖ Software Development Kits   |
| ❖ User Authentication Architecture | ❖ Full solutions for the OEM, VAR/SI, Enterprise and Retail markets |
| ❖ Administration Tools             |   |

❖ **Proven, award-winning technology:** DigitalPersona is the leading provider of biometric solutions for mainstream computing. Our U.are.U Fingerprint Recognition Solutions have led the computing industry with the most awards and accolades. The performance of our U.are.U fingerprint recognition system has been rated #1 through independent studies. DigitalPersona Partners include IBM, Verisign, CheckPoint Software, and Chicony (the world's largest keyboard manufacturer). Furthermore, with over 100,000 units installed, U.are.U is proven technology.

❖ **A proven record of success:** DigitalPersona's products have been proving themselves in retail and VAR markets. They have consistently won competitive reviews even when up against big-brand competition, and earned the praise of the most cynical product reviewers and from customers worldwide.