PRESS RELEASE

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An Innovative UK Tech company launches on the global market place by releasing Voice Biometric iPhone and Android APPs

**Voicekey****: The mobile solution to the password conundrum**

In an increasingly mobile digital age, the need to remotely verify the true identity of an individual in a user friendly manner is becoming ever more necessary. Indeed, as we move beyond simple mobile applications, that allow remote access to email etc., to more sensitive m-commerce type applications, where we can order goods and make payments on the move so, this need becomes evermore critical.

Traditional identity management solutions, such as passwords etc., have many limitations that restrict their application in this mobile world. These limitations essentially come about as a result of the inability of human users to cope with the increasing complexity of maintaining the many different passwords that they use for the different systems they interact with: at work, at home, email, social media, online banking, e-commerce to name just a few.

To cope with this complexity, users often write passwords down or use common passwords that can be easily guessed – i.e. names of their partners, children, dates of birth or other personal information that can be easily gleaned from the web. This later point is becoming a growing issue with lots of users unconsciously sharing many elements of their life and personality on social networking sites giving the would-be fraudster a whole wealth of information about the identity of an individual that can easily be mined.

So what is the solution?

One of the key alternatives is voice biometrics, a technology which is now ripe for integration with many systems, particularly those that interact with user via mobile phones.

Biometric technology offers a step change in identifying individuals as it uses something that is unique and personal to users, _something they are_, whenever they want to transact or do something. Voice, is a biometric technology that is simply captured – many devices have in-built microphones –

and a biometric that people are happy to share. It does have challenges such as the environment and noise, but these can be managed using suitable adaption algorithms.

What is _Voicekey_?

Developed from research at Nottingham Trent University, _Voicekey_ is British innovation with patents pending worldwide.

The _Voicekey_ software extracts key unique features from an individual's voice in order to create bespoke biometric classifiers (voicekeys) that can be stored in a central database or, more preferably, locally on a user's smartphone devices. This classifier can then subsequently be used to verify the identity of an individual.

In a typical APP version, when first launched a user would enrol within the APP by repeating a simple pattern of words or numbers three times in succession in order to provide a good quality sample of their voice. Bespoke _Voicekey_ algorithms then generate the user specific voice biometric classifier, which after encryption, is stored securely on the mobile phone.

In normal use, the _Voicekey_ APP would then simply prompt the user to repeat a simple random pattern of numbers or phrases. The recorded verification voice sample will then be used, together with stored biometric classifier, to give a yes or no identification of the user.

**Voicekey has advantages over other voice verification technologies.** These include:

- As the voice characteristics can be selectively stored on a host computer system or on a local device such as mobile phone, _Voicekey_ has flexibility over other solutions that allow it to be tailored depending on the security of the transaction and the business needs.
- Because the biometric classifier is unique to the individual and the challenge phrase can be changed dynamically, the _Voicekey_ technology cannot be compromised by somebody recording and playing back a single recorded phrase of a person's voice.
- With an on-device system in development, _Voicekey_ can also cope with situations where a user is not connected to the internet or has poor reception etc.

Voicekey has a whole range of applications and can be used in a number of different business solutions. It is an enabling technology and so can be integrated into a variety of applications from a company's corporate or transactional systems or integrated into mobile applications. In fact

Voicekey can be deployed almost anywhere requiring a user to be uniquely recognised and very effectively replaces passwords, PINs and other controls for many applications. Typical applications include:

- Confirming financial transactions. PINs provide a level of security but are susceptible to capture/fraud – *Voicekey* offers an alternative for transactions especially where higher values are supported.
- Identifying users contacting call centres. Users and call centre agents spend 22 seconds at the start of every call just verifying the identity of a caller. *Voicekey* automates this security challenge in order to increase user convenience and save call centre staff time.
- Resetting passwords in corporate environments. Most companies enforce users to change passwords every month, leading to the inevitable "forgotten password" problem. *Voicekey* have developed an automated solution that can be used to reset corporate passwords once users have been uniquely identified by their voice – streamlining the process, saving valuable IT department time and increasing security and compliance.

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About Voicekey Limited

Voicekey Limited is a developer and integrator of Voice Biometrics. We are working with major multinationals to incorporate our proprietary products into their systems to create successful voice verified solutions.

Our patented technology is based on over eight years of University research and development. Throughout this development process, the driving force behind our approach has been the delivery of significant customer value and benefits which exceed those offered by our competitors.

For more information visit www.voicekey.co.uk, email info@Voicekey.co.uk or call +44(0)115 871 9732

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