Voicekey mPoS-Trader™ : A low cost inclusive mcommerce solution for high street and online trusted traders.

Voicekey Limited has recently been awarded the Second Phase of a SBRI mCommerce contract by the UK's innovation agency, the Technology Strategy Board. **This highly competitive commercial contract is being promoted by the Home Office to stimulate new and innovative mCommerce products and services in order to help prevent fraud and increase accessibility for all.**   Voicekey's CEO Dr Tony Allen commented, "We are delighted by the award of this contract which recognises the innovative solutions and excellent team work delivered in phase 1. Phase 2 will deliver a market ready mcommerce solution which will enable mobile commerce in a convenient, secure and inclusive manner."

The Voicekey mPoS-Trader™ scheme aims to address both vendor and user reluctance to mcommerce deployments as well as addressing all user accessibility issues. The hardware cost associated with our solution is very low, consisting of both conventional and innovative mobile point of sale devices that any mobile phone can interact with using our innovative solution. To make a transaction, consumers will need only to activate an APP on a mobile phone to be given visual and/or oral confirmation of the transaction details. Once activated, mutual authentication is provided by the app being qualified to the vendor system using a certificate that has been previously created from the users' voice samples provided during a simple registration process. The certificate will be displayed to the vendor as an on-screen digital code within the APP. This will enable the vendor system to debit the cost of the transaction from the users' phone balance using only a standard bar-code reader. A multifactor derivative of the Voicekey mPoS-Trader™ product can also be used to ensure remote trusted transactions processing such as online purchasing. This will make use of secure out of band verification; and if required Voicekey can augment this with its patented voice biometric products.

Voicekey is working with a range of hardware suppliers to tier 1 and high street retailers. These will provide the company with access to national and global routes to market. Our collaborations with charities and university accessibility research groups will also ensure that the developed solution will be both trusted and accessible to all.

About Voicekey Limited

Voicekey Limited is a developer and integrator of Voice Biometrics and associated technologies. We are working with major multinationals to create successful voice verified solutions.

Developed from research at Nottingham Trent University, *Voicekey* is a 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) and voice identity certificates that can be stored locally on a user's smartphone devices. These voice identity management resources can then subsequently be used to locally verify the identity of an individual prior to remote IT system access or mcommerce transactions.

Voicekey has a range of applications that can be used in a variety 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. Other applications include:

- **Bring your own device (BYOD)**: Traditional identity management solutions, such as passwords, tokens etc., have many limitations that restrict their application in secure BYOD scenarios. The Voicekey solution delivers a full three factor identity management solution that locally establishes device and user identity prior to remotely accessing commercial/government IT infrastructure over conventional telecomm, wireless or computer network connections.

- **On-Device**: Conventional PIN/password based user authentication on mobile devices is problematic. In conjunction with a UK MoD Voicekey is developing a novel on-device version of its Voicekey ID identity management solution. This will enable users to logon to devices using only their voice.

- **Password reset**: Market research suggests that it can cost an organisation around 10 Euros to reset an employee's passwords this can be 60% of the traffic to an IT helpdesk. In collaboration with a Japanese multinational, Voicekey has developed an automated password reset system which verifies the user's identity using the Interactive voice response (IVR) variant of our product VoicekeyID.

- **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.

About the Technology Strategy Board

The **Technology Strategy Board** is the UK's innovation agency. Its goal is to accelerate economic growth by stimulating and supporting business-led innovation. Sponsored by the Department for Business, Innovation and Skills (BIS), the Technology Strategy Board brings together business, research and the public sector, supporting and accelerating the development of innovative products and services to meet market needs, tackle major societal challenges and help build the future economy. For more information please visit www.innovateuk.org.

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