

# FACER™ CREDENTIALME

Secure Your Smartphone with 3D Facial  
Biometric Verification

Your face is your credential. FaceR™ CredentialME is the first facial recognition security application available for use on the iPhone or Android, providing a new level of privacy protection for corporate or personal smartphones. CredentialME is based on the company's patented FaceR facial recognition technology that transforms simple 2D facial images into precise 3D replicas and creates a 2D and 3D facial biometric template. CredentialME features powerful analytics for instantaneous and highly accurate facial identification and verification. CredentialME enables smartphone users to securely lock down their mobile applications using the phone's built-in camera to confirm

a users' facial identity via Animetrics' powerful and precise facial biometric technology. Users can customize FaceR CredentialME to serve as a layer of security authentication for accessing selected applications on their mobile device.

Through FaceR, CredentialME verifies the identity of a smartphone user matching a preexisting authenticated and credentialed picture of their face with snapshot facial images taken by the smartphone's onboard camera. The facial matching is quick and easy and adds an additional layer of security to the standard authentication process of username and password authentication.

CredentialME provides an easy to use setup experience for the user's initial enrollment with a voice guided process to take initial enrollments photos.

### CredentialME Features

- *Robust Device Protection* — Intuitive, yet

powerful second layer face recognition authentication ensures highly secure access to smartphone applications and personal device data.

- *Flexible Deployment Options* — Can be configured for individual or system wide multiple device deployments.
- *Personalized* — Highly customized to match user's personal application preferences.
- *Affordable* — SaaS deployment model for SDK requires no capital expense.
- *Multi-platform* — Supports iPhone and Android devices.
- *Multi-Network* — Functions in both 3G/4G and Wi-Fi environments.

### CredentialME SDK

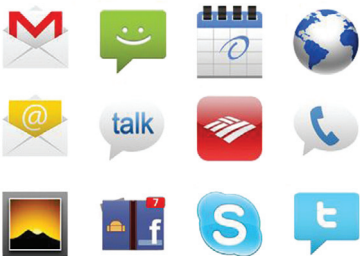
iPhone and Android application developers interested in utilizing CredentialME within their own mobile security applications can take advantage of the CredentialME software development kit (SDK), now available. By using the CredentialME SDK, developers can leverage the power and precision of Animetrics' patented facial recognition technology and build highly specialized mobile security applications for robust, system-wide smartphone "fleet" protection.

CredentialME SDK is intended for developers building next generation smartphone security applications for government, military, intelligence and homeland security organizations as well as enterprise sized businesses in regulated markets such as financial services or healthcare.

The CredentialME SDK can be delivered as a software as a service (SaaS) offering, providing developers with a highly flexible and affordable way to leverage Animetrics'



CredentialME home screen, application settings and photo verification



Biometrically protect any app on your Android phone using face verification

powerful biometric technology and design into their own proprietary mobile security application. The Animetrics SDK has a simple and highly intuitive programming interface for integrating Animetrics' patented advanced facial biometric technology into their smartphone applications. The result? A fast, efficient and affordable facial biometrics-driven security application to protect the next generation mobile web.

Animetrics can provide developers who are utilizing CredentialME SDK within their own application with engineering and Q&A support, if needed. Animetrics also offers enterprise customers and developers a white label, hosted version of CredentialME on the Animetrics FaceR cloud or a premises-based version available using an Animetrics FIMS server (FaceR Identity Management System).

### FaceR CredentialME Secure Enrollment

To "enroll" into CredentialME, a user must use Google's Picasa™ as the online enrollment photo store for securely housing their original facial image used for baseline facial matching and identify verification. To ensure the highest level of privacy protection, only the user's Google Open ID number is provided to the Animetrics verification server so that only the user's biometric face signature or token is stored and retrieved on the Animetrics' FaceR Cloud. Animetrics does not store or maintain any of the user's photos.

Other online photo stores can be used with special consideration and customization by Animetrics. Please contact Animetrics at [info@animetrics.com](mailto:info@animetrics.com) or Kelli MacDonald at (603) 447-5600 ext. 2041.

### Licensing and Pricing

CredentialME supports a variety of smartphone environments including iPhone and Android devices.

- *iPhone and iPad*: The application is available for download in Apple's App Store as CredentialME. Price is \$1.99. Note: iPhone/iPad CredentialME version does not support application lock function.
- *Android*: FaceR CredentialME AppLock — The application is available for download today in the Android Market as CME AppLock. Price is \$3.99.
- *FaceR Verification Service*: Cloud — Animetrics cloud service in support of CredentialME verification functions is a free service.
- *CredentialME SDK*: Developers can utilize CredentialME face verification technology and embed it in their enterprise-wide smartphone security application and deliver across multiple device platforms — iPhone and Android. Development use of CredentialME SDK is \$900.00 annual license fee including Animetrics support. Run time support of CredentialME is available as a billable service per device from Verizon Wireless or Sprint service providers.

### Technical Specs

- API: Provides commands for processing identification (ID) and for processing a new or modified enrollment of an individual.
- User feedback: Overlay window for identification results or enrollment results will be automatic. Results can be accessed as verified yes or no, or a similarity score to be used with a predefined threshold for verified. User can set decrease sensitivity level to increase identification and decrease false rejects or increase sensitivity level to decrease false accepts.
- LearnR mode: When user experiences a false reject, user may confirm false reject enabling CredentialME to improve user's enrollment for more experienced accurate use.

LANGUAGES USED:

- iPhone: Objective C
- Android: JAVA

### Animetrics FaceR™ Technology

Animetrics' FaceR technology is the engine behind all of Animetrics' facial recognition and face creation systems. FaceR is an integrated facial recognition technology that is designed to render accurate and useful 3D avatars from 2D images and video, even if the 2D image is not "straight on." The FaceR 3D model is generated through a combination of an *a priori* mathematical model of faces, advanced image analysis and feature extraction, and advanced techniques for deriving precise pose (or rotation) estimates from an input image.

FaceR technology can be tightly integrated into third party applications using the FaceR Facengine SDK.

### More Face Biometric Applications

Animetrics also offers face biometric identification products as smartphone applications that leverage the company's patented FaceR technology and can provide fast and accurate facial recognition identification with one-to-many searches of a watch list database. Animetrics Mobile ID app is available now for any size watch list database and Animetrics' FIMS (FaceR Identity Management System) service is also available as a cloud service or as a server license.

Contact Animetrics to find out more: Email [info@animetrics.com](mailto:info@animetrics.com) or call (603) 447-5600 ext. 2041.



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