

**Biometric Consortium  
Conference 2002**

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**Applications of  
Biometric Technologies**

September 24, 2002

# Introduction

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- Who am I
  - Managed Army Biometric ID ATM in 1983
  - Publisher/Editor of Personal ID News 1985-1998
  - Founded CardTech/SecurTech in 1990
  - [benmiller@comcast.net](mailto:benmiller@comcast.net)
- Purpose of This Track
  - Establish baseline understanding of the state of biometrics in major application areas
  - Provide sense of market driven nature of success

# Morning Session

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- **Where we are, Where we are headed**
  - **Ben Miller**
- **Stockholm School System**
  - **Brice Eldridge, Novell Corp.**
- **Now Your Car Knows You**
  - **Dr. K. Venkatesh Prasad, Ford**

# Afternoon Session

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- **Biometrics and Single Sign-on**
  - Julian Waits, BioNetrix
- **From Bond to Boardroom**
  - Sheldon Watson, Fidelity
- **Secure Payments**
  - John McNally, BioPay
- **Trusted Identity**
  - Stephen Price-Francis

# Split Personality?

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## ■ Over 100 Million Transactions

- Number of biometric transactions in the University of Georgia meal plan established in 1978

## ■ Success because:

- Common sense solution
- Very easy to use
- Super solid performance and reliability

## ■ Less than 100 Million Dollars

- Dollar sales of biometrics in non-AFIS applications
- Super long intro. stage
- First install in 1968

## ■ Frustration because:

- Real world performance lags
- Lack of empathy with users
- Hype and “Premature Expectations”

# Long-term Vision is Clear

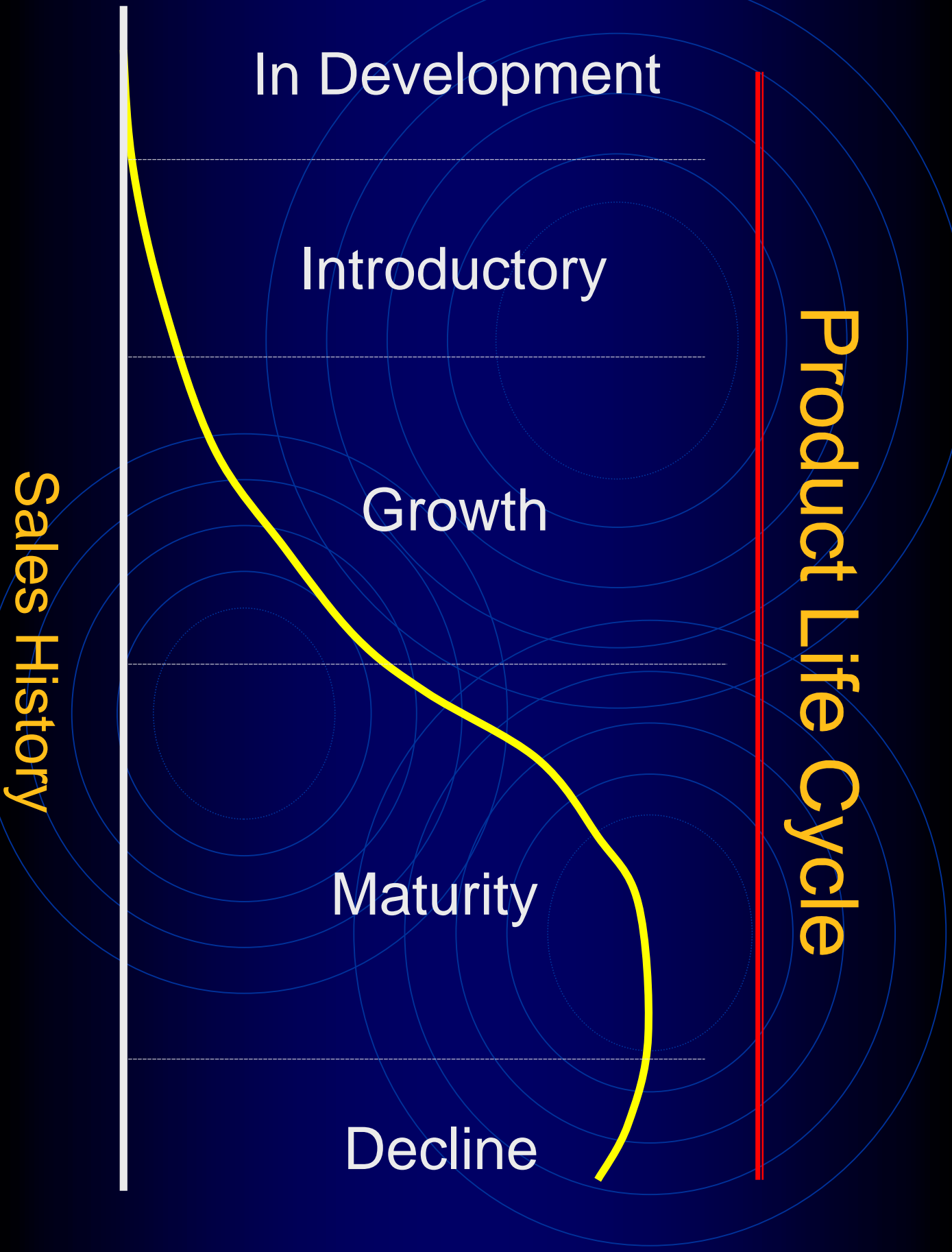
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- Biometrics will be a pervasive part of the second stage of the information age
- Link of people to networks allowing services to grow, by providing
  - superior convenience
  - less insecurity
  - greater trust
- Reducing the challenges of:
  - ID theft
  - Fraud
  - Global travel

# Adoption of Innovation

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- Innovators (2% to 3% of market)
  - like to try new things
- Early Adopters (12%)
  - perceive “respect” in being leaders
- Early Majority (35%)
  - deliberate about having the pieces together
- Late Majority (35%)
  - skeptical



In Development

Introductory

Growth

Maturity

Decline

Sales History

Product Life Cycle

# Applications by Market - Large Scale

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- Law Enforcement
  - Investigative/Forensic: Early Maturity
- Civil Government
  - Social Services: Early Growth
  - Large-scale ID: Introductory
  - E Authentication: In Development
- Homeland Security, Immigration, Travel
  - Employee/Worker ID: Introductory
  - DL, Passport, Registered Travel: Introductory

# Applications by Market - General

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- Physical Security
  - High security: Early Growth
  - General access control: Introductory
  - Time & Attendance: Early Growth
- Financial
  - Check Cashing: Introductory
  - Payments: In Development
- Commercial ID
  - Enterprise Security/ID: Introductory
  - HIPPA: Introductory
  - Internet ID & Authentication: In development

# Applications by Life Cycle Stage

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- In development
  - Payments
  - Internet ID & Authentication
- Early Growth
  - Social Services ID
  - High Security Access
  - Time & Attendance
- Introductory
  - Large Scale ID
  - Employee ID
  - General Access Control
  - Enterprise Security/ID
  - Computer Access
  - HIPPA
- Early Maturity
  - Law Enforcement Investigative/Forensic

# Relative Size of Markets

(by transactions, descending order)

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Internet ID & Authentication

Payment Transactions

Enterprise Security

Access Control / Time & Attendance

Social Services ID

Law Enforcement

# Biometric Niche Applications

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- Disney Annual Passes
- Voting - General and Legislative
- Prisoner Release
- Speed Boat Ignition
- Fire Arms Safety
- Digital Notaries
- Home Confinement
- University Meal Plans

# Real Life

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- Success comes from satisfying market needs:
  - Providing Convenience
  - Reducing Insecurities
  - Facilitating Progress
- ✓ **With minimal pain, cost and disruption**

