

Image-Based Authentication Using Mobile

Many businesses today rely on the user's mobile phone as a second factor of authentication. However, cybercriminals are increasingly using malware to intercept and re-route the authentication text messages that businesses send their customers in order to verify online transactions. Additionally, mobile phones can be lost or stolen, making them targets for identity theft or impersonation.

The Code is Hidden in Plain Sight

Confident ImageShield™ is a more secure way to deliver authentication codes to mobile phones. Using patent-pending technology, Confident ImageShield delivers authentication codes and one-time passwords to the user's mobile phone via MMS or by using an application on the phone.

The code is hidden in plain sight within the Confident ImageShield. As the user identifies the pictures that fit their secret categories, they are essentially reassembling the authentication code. Because the user must know their secret categories in order to retrieve the correct authentication code, Confident ImageShield keeps the code secure even if another person has possession of the user's mobile phone or if a criminal attempts to re-route the message.

How it Works

1. The first time a user registers with the website, they create a username and password and also select a few categories of things they can easily remember – such as dogs, flowers and cars.
2. The first authentication factor is the user's login credentials. When a second factor is needed, a Confident ImageShield is displayed on the user's mobile phone.
3. The user identifies the images that fit their secret categories. By doing so, they are essentially reassembling the authentication code which has been hidden within the Confident ImageShield.



Business Applications

Account Logins

Easy-to-use and affordable way to provide two-factor authentication during account logins. Users already have their mobile phones with them, and identifying their secret categories is easy.

Transaction Verification

Use Confident ImageShield to secure transaction verification messages and account details sent to users' phones.

Device Authorization

Use Confident ImageShield to authenticate users when attempting to log in from an unrecognized device.

Anti-Phishing and Password Reset

Image-based authentication can be used in multiple areas of the business. Once a user selects their secret categories, those same few categories can be used to authenticate the user for anti-phishing, self-serve password resets, or two-factor authentication.

**GET STARTED
TODAY!**

Web demo: www.confidenttechnologies.com/demos

Visit www.confidenttechnologies.com/trial to start a FREE trial

Delivery Options

Confident ImageShield can be used for two-factor authentication in the following ways:

As an MMS One-Time Password

1. The one-time authentication code that would normally be sent to the user by SMS is instead assigned to pictures on the Confident ImageShield that fit the user's secret categories.
2. The ImageShield is sent to the user's phone via MMS.
3. The user looks for the pictures that fit their secret categories and types the numbers in the correct order into the web page to authenticate.



As an Out-of-Band Application

1. Confident Technologies creates an ImageShield with an authentication code encrypted within it.
2. A wireless application protocol (WAP) call sent to the user's phone triggers an application to display the Confident ImageShield.
3. The user identifies their secret categories by touching/tapping them on the smartphone display. The entire authentication process remains out-of-band.



Image-based authentication on the mobile phone is more secure than methods that use plain text SMS because the authentication code is hidden in plain sight. Even if someone else has possession of the user's phone or if the communication is intercepted, they would not be able to authenticate.

About Confident Technologies

Confident Technologies, Inc. provides intuitive and secure, image-based authentication technology for consumer-facing websites, Web applications and mobile devices. Our unique authentication technology enables organizations to increase security without sacrificing ease-of-use for the customer.

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