

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.

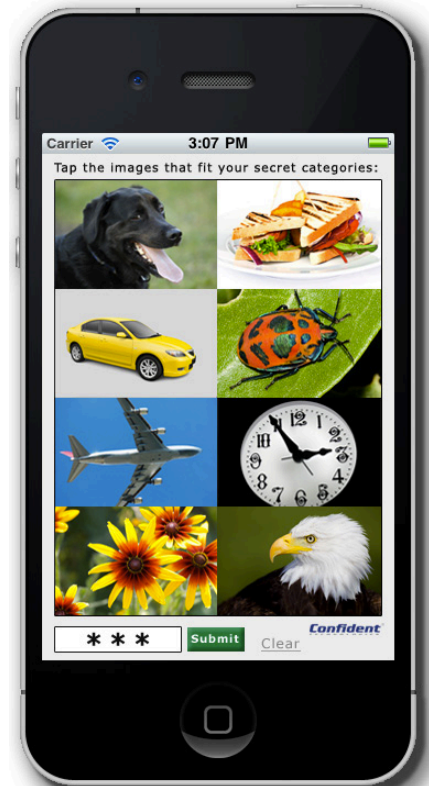
The Code is Hidden in Plain Sight

Confident Multifactor Authentication™ is a more secure way to deliver authentication codes to mobile phones. Using patent-pending technology, Confident Multifactor Authentication delivers an image-based authentication challenge to the user, through use of a mobile application or a zero-footprint method that relies on the mobile browser. It adds a layer of authentication to the mobile device to ensure that the true owner is accessing the second factor, creating a more secure authentication solution than most SMS processes and soft tokens.

The entire authentication process remains out-of-band and the one-time authentication 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 Multifactor Authentication keeps the code secure even if another person has gained physical possession of the phone or is using malware to intercept and re-route authentication text messages.

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 Multifactor Authentication to secure transaction verification messages and account details sent to users' phones.

Device Authorization

Use Confident Multifactor Authentication to authenticate users when attempting to log in from an unrecognized

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TODAY!**

Web demo: www.confidenttechnologies.com/demos

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

Delivery Options

Confident Multifactor Authentication can be flexibly deployed as a stand-alone authentication solution or integrated with other security technologies or applications. Two common deployment models are:

Zero-Footprint

1. A secure one-time authentication link is sent to the user's mobile phone by SMS or wireless access protocol (WAP)
2. The user opens the link in the mobile browser and a personalized, Confident ImageShield is displayed
3. The user identifies their secret categories by tapping the correct pictures on the phone's display. Upon proper authentication, approval is sent out-of-band to the website or application, allowing the web page to proceed

Zero-Footprint Deployment

- Sends an SMS text or WAP to the user's phone
- User taps images on the phone to authenticate out-of-band



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.

Application Deployment

- An application on the phone displays the Confident ImageShield
- The user authenticates on the phone by tapping the pictures that fit their secret categories. The application communicates with the Confident Technologies server



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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