

**For Immediate Release**

**IDesia Biometrics Announces Successful Completion of Round 1 Testing of Its BioDynamic Signature (BDS™) Technology at International Laboratory**

*Technology validation program is major step forward towards global commercialization and mass market acceptance of IDesia's BDS™ hardware & software chip-set*

**Tel Aviv, Israel, November 8, 2006** – IDesia Biometrics is developing a breakthrough personal identification solution (Biometric identification) based on its innovative and proprietary BioDynamic Signature (BDS™) technology, which identifies and provides authentication for an individual via electro-physiological signals. IDesia's BDS™ chipset (Hardware & Software) provides a superior authentication solution to current biometric solutions and IDesia expects BDS™ to be implemented in daily use mass market applications in 2007.

This first round of tests at NPL (National Physical Laboratory) in London [www.npl.co.uk](http://www.npl.co.uk) is part of an extensive validation program of the BDS™ technology. On going tests are scheduled for this year and next year. Well known professional biometrics laboratories worldwide will be testing and validating the performance of BDS™ in different protocols for different applications. This test program is a major keystone of IDesia's efforts for market awareness and acceptance. The company is sharing the content reports of the tests with members of the "IDesia allies" group. One of the initial members of the growing "IDesia allies" group is Aladdin Knowledge Systems.

"IDesia's BDS™ is an enabling technology for mobile commerce & identification business growth" said IDesia CEO Baruch Levanon. "The use of personal devices, such as mobile phones, as access terminals to endless products and services available on-line, requires a reliable and convenient identification system for individuals. Yet at the same time, such a system must be affordable and easy to integrate in the smallest personal devices, even inside a Smart Card form factor."

The cost of ID fraud in the US in 2005 reached \$56.6 billion. On line fraud more than doubled in one year, according to the Federal Trade Commission's January 2006 report. Biometric authentication has become a must in the digital world, a standard feature in any personal device, expected to generate over \$4 billion dollars annual business within 5 years. The BDS™ features position it as the potential leader in this market.

"Nobody before has managed to create a biometrics system based on the electrophysiological signals of our body, passively emitted by just an instant touch on metal or conductive material," said Dr. Daniel Lange, the inventor of the BDS™ technology and CTO of IDesia. "Beside the reliability of the identification solution, the most important characteristic for consumers' daily use of biometrics is convenience."

Existing biometric approaches for consumer devices that involve fingerprint sensing are notorious for being inconvenient, time-consuming and often fall short of functioning according to the 'do it once, get it right' standard. Dr. Tony Mansfield, who is conducting the NPL tests, says in his report: "The enrollment and verification processes associated with IDesia's BDS™ chip-set were straightforward and intuitive for both operators and for most test subjects."

BDS™' dynamic nature provides a superior solution against potential spoofing or copy/recording of the individual biometrics signature and at the same time gives liveness evidence on virtual authentication.

IDesia validation program is part of its current plan to present its first commercial product next year. The company expects to release a demo kit of the BDS™ technology early next year for "IDesia allies" following with the availability of BDS500-USB and chip-set for OEMs.

## **About IDesia**

IDesia was founded in 2004 to develop and market BDS™ (BioDynamic Signature™), the company's state-of-the-art technology enabling a broad range of biometrics-based, user identity-aware applications.

IDesia's current application offerings are focused on biometric authentication, personal health, fitness and well-being.

Utilizing electro-physiological signals unique to individual users, BDS™ technology enables highly accurate and effective access control, consumer healthcare and other applications that are fully aware of their users' identity and can easily be implemented in a broad range of mobile handsets and personal computing platforms. For more information, please visit [www.idesia-biometrics.com](http://www.idesia-biometrics.com).

## **About Partech International**

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