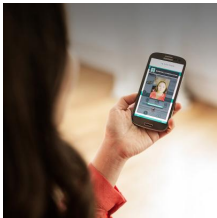# IDEMIA

Samsung SDS to deploy Morpho's facial recognition technology for online authentication

Selfies to protect digital identities of users

PAYMENT   CONNECTIVITY   JUSTICE & PUBLIC SAFETY

POSTED ON 02.18.16

Morpho (Safran), a world leader in **biometrics**, today announced that Samsung SDS will implement its online **authentication** solution based on **facial recognition technology**.

Morpho has developed an innovative face recognition Software Development Kit (SDK) for smartphone platforms, which Samsung SDS, a global leading ICT service provider, has integrated as a decisive part of a new multi-modal, online authentication solution. This interoperable solution, which will be fully integrated in Samsung devices and in all existing Android and iOS devices, enables customers to strongly protect their digital identities.

High-performance face recognition technology is utilized worldwide for a wide range of applications – for instance, using the built-in camera of a smartphone, tablet or computer to replace passwords for device and user account access. The face recognition technology provided by Morpho to Samsung SDS offers all the benefits of leading **biometric** technology implemented into consumer devices, including embedded liveness detection, which ensures that the face submitted is really captured from a live user and not, for example, a stored photo. Users can benefit from a highly secure, password-free experience to log into apps, approve transactions, log into websites and many more application possibilities.

Yves Portalier, Vice President and General Manager, Telecom Business Unit at Morpho, is convinced of the massive potential of this FIDO*-based solution:

> *The growth of mobile business services is clearly making life easier for all users, but it can only be steadily deployed by ensuring reliable and strong online authentication methods to avoid fraud. Morpho's face recognition technology is leading a new generation of trustworthy user verification methods for mobile devices and easily replaces traditional techniques such as passwords – based on a simple selfie.*

> *As a result of the integration of Morpho's technology, the Samsung SDS FIDO solution, previously available with fingerprint capability, is now enhanced with face authentication. By adding face recognition technology to our FIDO solution, we will be able to deliver enhanced value to our enterprise customers to accelerate market penetration. Morpho's technology enables any smartphone on the market with cutting edge face recognition with liveness detection, which is key to providing a safe and easy authentication method to all end users,*

and can work as a second factor on smartphones equipped with fingerprint sensors.

James Choi, Vice President, Mobile Payment Business, Samsung SDS

* The FIDO (Fast IDentity Online) Alliance was formed in July 2012 to address the lack of interoperability among strong authentication technologies, and remedy the problems users face with creating and remembering multiple usernames and passwords. The FIDO Alliance is changing the nature of authentication with standards for simpler, stronger authentication that define an open, scalable, interoperable set of mechanisms that reduce reliance on passwords. FIDO authentication is stronger, private, and easier to use when authenticating to online services (www.fidoalliance.org).

About IDEMIA - OT-Morpho is now IDEMIA, the global leader in Augmented Identity for an increasingly digital world, with the ambition to empower citizens and consumers alike to interact, pay, connect, travel and vote in ways that are now possible in a connected environment.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, we reinvent the way we think, produce, use and protect this asset, whether for individuals or for objects. We ensure privacy and trust as well as guarantee secure, authenticated and verifiable transactions for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.
OT (Oberthur Technologies) and Safran Identity & Security (Morpho) have joined forces to form IDEMIA. With close to $3 billion in revenues and 14,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, head to www.idemia.com. And follow us @IdemiaGroup on Twitter.