

about identita

Identita provides unbreakable, turnkey identity authentication solutions to organizations requiring absolute customer identification. Security, and in particular identity verification, is the foundation of virtually all personal transactions, from phone banking to government service delivery. The inability to provide absolutely secure, irrefutable identification of individuals costs financial institutions billions of dollars annually, prevents innovative development of enterprise applications, and undermines the consumer confidence necessary for the widespread adoption of electronic commerce.



Identita
sound identity solutions.

Identita

idivr securing telephony applications

Toronto • San Francisco • Barbados • Dubai • Seoul
www.identita.com

idivr secure interactive voice response

call center automation

Cut the cost of customer service and support centers without resorting to offshore staffing or outsourced services. Speed access to medical records and improve patient care. Tighten internal security with smart-card-based employee IDs, network access, secure voice mail, physical access, payroll debit cards, and more. Identita's IDIVR automates and secures typical IVR applications by shortening time-consuming customer identity verification processes with patented identity audio token technology.

cost-effective and user-friendly

More customer satisfaction

Increase personal information security and improve your call center customer experience. Identita's IDIVR promotes more frequent online purchases, better customer retention, and attracts new customers through word-of-mouth recommendations. Customers avoid the time-consuming identification process, don't need to remember their account number, and enjoy credit card fraud protection with Internet purchases using secure two-factor personal information security.

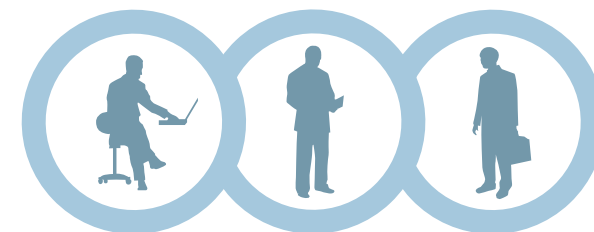
Better patient care

Streamline medical records access and improve patient care with Identita's IDIVR powered card audio token technology. Doctors responding to a page typically contact a call center staffed with 1000 agents who must confirm the doctor's identity to continue. Hospital procedures, complexity issues, and recent HIPAA regulations regarding patient confidentiality can stretch the call to 15 minutes or longer. Identita's IDIVR enables quick and irrefutable identity verification – even in the high-stress environment of emergency rooms.

IDIVR automation also enables doctors to bypass understaffed or overloaded call centers using acoustic or display authentication tokens. Using the call center IVR application, doctors can confirm their identity within seconds, and instantly access relevant patient information without any agent involvement. Customers using VoIP technology can achieve greater and more rapid levels of continuity of care when relaying patient data over the phone for remote diagnosis. Should the doctor provide a solution or prescription to the patient, they can authorize this action with their audio powered card using a traditional phone or VoIP device.

shorter call center transactions

Reduce customer identification time during customer service calls. Enable customers to bypass the call center system with instant purchases, yet still transfer to a live operator if needed. Identita's IDIVR automates and simplifies applications to introduce a new threshold of call center efficiency that frees support agents to focus on quickly satisfying the customer's needs and to serve more customers daily. Saving 20 seconds per customer call in a 50,000-call-per-day support operation delivers bottom-line savings of 277 man-hours per-day – and earns a windfall in customer satisfaction.



about our technology

With research and development facilities in Canada and its international offices in Barbados, Identita creates identity management solutions involving hardware tokens and client server application software. Identita's EchoSystem platform is a multi-token aware identity management back-end with a complete suite of application modules to meet the requirements of virtually all verticals.

Identita has developed unique proprietary handshake protocols to counter phishing, using Public Key Infrastructure (PKI) and digital certificates. Identita currently manufactures an acoustic one-time password (OTP) powered card, an OTP display card (embedded, flexible display on the front of the powered card), and will soon release biometric and GPS cards. Identita's solution goes beyond traditional powered card implementation. Its credit card-sized format enables the inclusion of other technologies such as magnetic stripe, proximity chips, EMV chips, bar code, RFID and picture ID.

Identita licences RAMP (Reaction Assisted Moulded Process) Technology, an exclusive manufacturing process. This versatile electronics packaging technology uses patented low-temperature, low-pressure reaction injection moulding techniques to securely integrate electronics into small form factors such as powered cards, smart tags, key fobs, memory cards and other portable electronic devices. RAMP technology can be used with PVC, Polycarbonate, Teslin™ (i.e. synthetic paper), and a range of other materials for specific properties and applications.

Identita's powered card technology, combined with the RAMP manufacturing process, represents the future in powered card technology. This affordable, high-end security solution delivers secure end-user devices that are easy to carry and use and backed up by the EchoSystem platform – a platform that delivers all the strengths of typically expensive authentication and identity management systems through a single management console. Strong encryption, x.509 certificates, directory support and multi-customer management make EchoSystem the next generation product of choice.

technical specifications

Card Format:
ISO 7810 (0.8 mm x 54 mm x 84 mm)
ISO 7810 Tested & Certified
Card Specifications:
8/16/32 Bit Crypto-processor
Low Power Consumption
Tamper-proof
Polycarbonate, PVC or Teslin Surface
Algorithms:
SHA-256
AES 256/512
Powered Card Types:
Display Card
Audio Card
Durability:
3-5 years, based on usage
Personalization Options:
Magnetic Strip
EMV Chip
Contactless Interface (LF, HF, UHF)
Photo ID
Bar-coding
Serial Numbering
Embossing
Foils and Laminates
Applications:
Hospitals
Distance Medicine
Distance Learning
Call Centers
Tech Support
Supported Platforms:
Windows 2000/XP™
MAC OS/X™
Solaris 10
Linux

NOTES: creative	PROOF No.: CR:3	PR:0	FIN. SIZE wxh: 8.5" x 11"	FLAT SIZE wxh: 17" x 11"	COLOUR: 4 CLR
DOCKET: 13924	DATE: 06/04/08	CLIENT: Identita Technologies			
PROJECT: Sales sheets		ITEM: IDIVR_2_R1			
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