

C. Maxine Most
Principal, Acuity Market Intelligence



Voice Authentication: State of the Market



Accelerating the Value of Voice



Voice Authentication: State of the Market

> Market Overview

- C. Maxine Most, Acuity Market Intelligence

> Legal & Privacy Issues

- Rebecca Dornbush, IBIA

> Usability Study

- Jack Carroll, Touchpoint Consulting

Voice Authentication Market Overview

- > Voice Authentication Defined
- > Market Drivers
- > Market Evolution
- > Application Timeframe
- > ...In the Real World
- > Market Issues

Voice Authentication Defined

	Text-dependent	Text-independent
Verification	Voiceprint associated with a specific pass phrase — an identifying word or string of words.	Voiceprint based on general speech (i.e., not tied to a specific pass phrase)
	1-to-1 verification of voiceprint associated with a claimed account.	1-to-1 verification of voiceprint associated with a claimed account.
Identification	Voiceprint associated with a specific pass phrase	Voiceprint based on general speech (i.e., not tied to a specific pass phrase)
	Performs a 1-to-many search of voiceprints to identify who the person is.	Performs a 1-to-many search of voiceprints to identify who the person is.

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Voice Authentication Market Drivers

- > Familiar Voice-based Infrastructure
- > Demonstrable Short-term ROI
 - Lower Costs, Increased Convenience
- > Regulated Industry Compliance
 - Gramm-Leach-Bliley Act, Patriot Act
- > Telecom Security Vulnerabilities
- > Citizen and Consumer Identity Concerns
 - SS & Identity Fraud/Theft Legislation
- > Technology Has Arrived

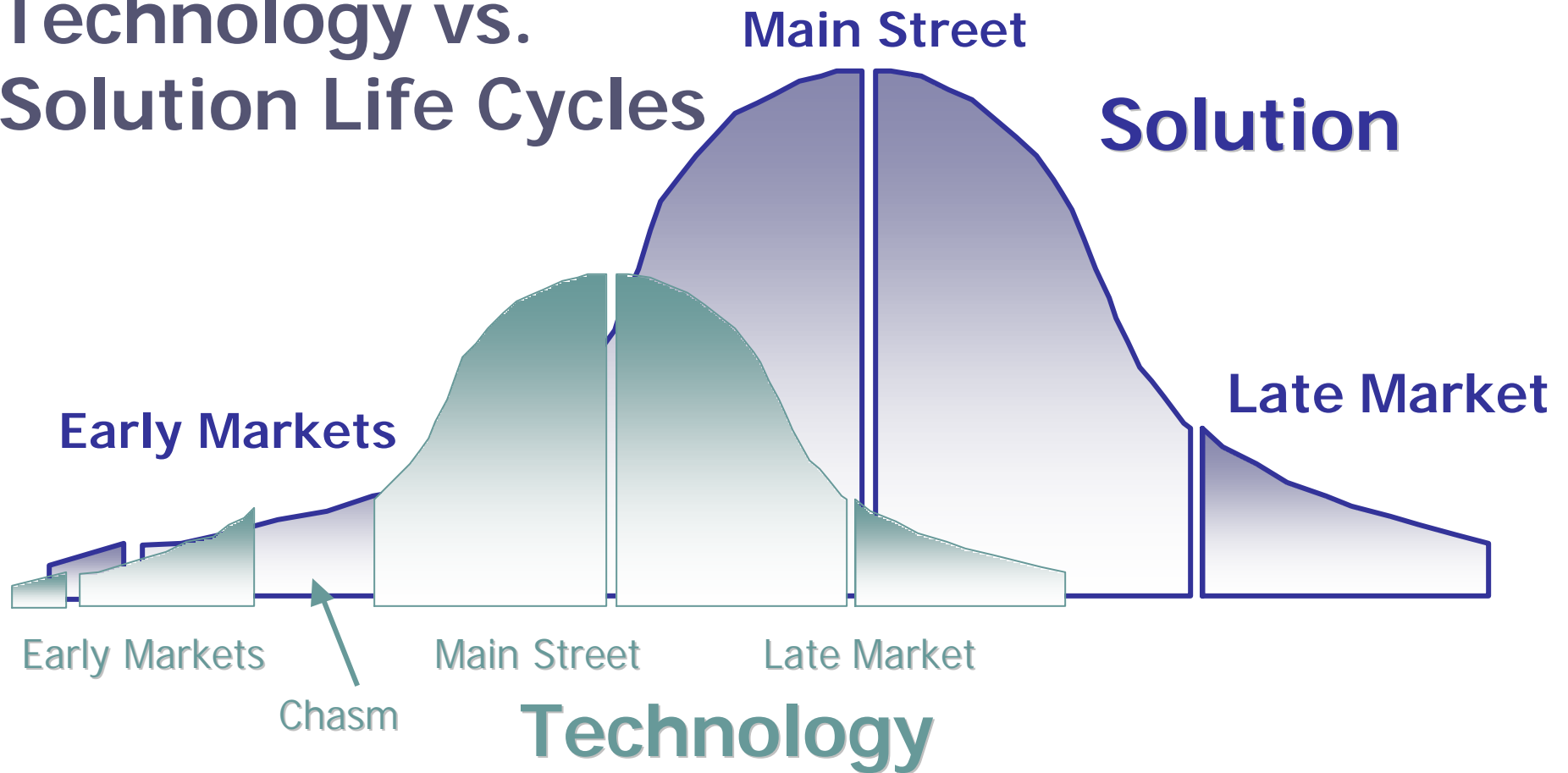
Market Evolution: Shifting Approach



- > Solving Problems for Significant *Points of Pain*
- > Whole Product Solutions Drive Market Growth
- > Proactive Market Development
 - Targeted Solutions
 - Leveraged Strategies

Market Evolution: Solutions Development

Technology vs. Solution Life Cycles



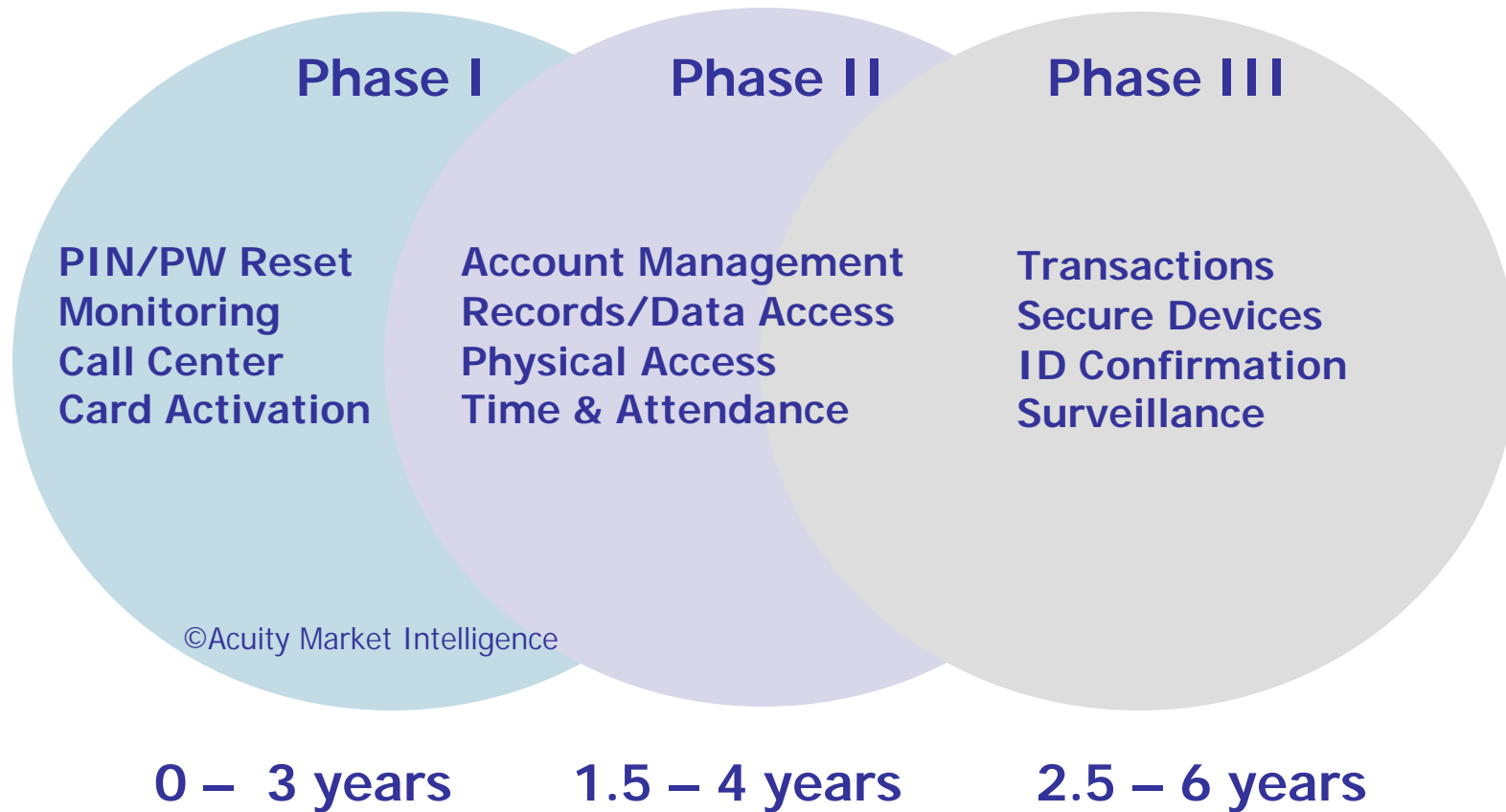
Voice Authentication Market Opportunity

Priority of Solution	
●	Very High
■	High
◆	Medium
▲	Low

		Financial Services	High tech. & Telecom	Retail	Travel & Transport.	Healthcare	Other Enterprise	Government Admin.	Military	Law Enforcement	Automotive	Aerospace	Other Industrial	Consumer Electronics	Home Automation
Call Center Front load calls, PIN/PW reset. Card Activation	Customer	●	●	■	■	■	■	■	▲	▲	◆	◆	◆	▲	◆
	Employee	●	●	●	■	●	■	●	●	●	◆	◆	◆	▲	▲
Transactions Order, Payment, Transfer, Deposit	Customer	●	●	●	●	●	●	-	◆	▲	▲	▲	■	▲	
	Employee	●	●	■	◆	■	■	◆	▲	▲	◆	◆	◆	■	▲
Account Management, Data Access, Records, Personal, Financial, Health, Secure, Sensitive, Classified	Customer	●	●	■	■	●	■	●	●	■	▲	▲	▲	▲	▲
	Employee	●	■	■	◆	●	■	●	●	●	▲	◆	◆	◆	◆
Secure Device Access Laptops, Phones, PDAs,	Customer	●	●	■	■	◆	■	■	-	-	■	◆	◆	◆	◆
	Employee	●	●	■	■	■	■	●	●	●	◆	◆	◆	◆	◆
Location Monitoring Parole, Employees	Customer	-	-	-	-	-	-	●	●	-	-	-	-	-	-
	Employee	■	■	▲	●	■	◆	●	●	●	◆	◆	◆	-	-

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Application Timeframe



Voice Authentication in the Real World

Application	Customer
Pin/PW Reset	Charles Schwab, Banco Bradesco - Brazil, Progressive Insurance, Union Pacific, AT&T
Account Access	SS Admin (testing) Associated Mediabase
ID Confirmation	US/Canadian Border
Parolee Monitoring	Home Office, UK, US District Courts-Florida, State of Arizona
Police Officer Check-in	Kings County, Washington State

Voice Authentication Market Issues

- > World Economics/Geopolitics
- > Post-Dot Com IT Paralysis
- > Unrealistic Expectations
- > Large Scale Systems Deployment
- > Privacy & Legal Issues
- > User Acceptance

C. Maxine Most
cmaxmost@acuity-mi.com



www.acuity-mi.com



V-WORLD

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MARKET INTELLIGENCE