



trueID Enhanced With ANSI Compliance

Bangalore, May 2009: Innoviti Embedded Solutions, a leading provider of information and commerce solutions for the retail and financial services markets announced today that its flagship trueID biometric product line is now ANSI 378 compliant.

trueID biometric product is used in conjunction with POS terminals for applications requiring fingerprint authentication of an individual. Fingerprints are used as the authentication technique in these applications either because of security reasons, to prevent fraud or because of the demographic profile of the user such as in the case of rural consumers.

trueID finds applications in the areas of microfinance, delivery of financial services, government and social benefit programs, law enforcement and others. Innoviti has been a pioneer in the development of end-to-end solutions in this space and has several deployments of the product in the Indian and international markets.

ANSI 378 compliance for trueID allows the product to interoperate with other fingerprint sensors supporting the same standard and provides customers with the flexibility to choose appropriate technology.

About Innoviti

Innoviti Embedded Solutions is a leading provider of information and commerce solutions for the retail and financial services markets. It has won several awards for its products, including the Best Consumer Electronics Product Award, Red Herring 100 Asia Award and CTIA Wireless Innovation Contest Award.

Contact: Rajeev Agrawal: rajeev@innoviti.com