Sezame introduces a biometrics identity verification tool for consumers. Totally free of charge.

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Free service utilizes smartphone's biometric sensors to authenticate easily and securely. The proprietary biometric authentication tool – an industry first – now allows mobile citizens the world over to log in to websites and/or confirm payments without the need to remember any password ever again.

The free sezame application launches today for both PC (Win 10) and Mac (OS 10.11 – 10.13) quick fingerprint scan or, on phones that support the technology, through facial recognition software. As long as users have access to internet, all passwords, password managers and other personal identifiers will then effectively be redundant.

"We hope the addition of this free service to our product portfolio will greatly accelerate the transition from password-based authentication to biometrics", says Florian Randa, managing director of sezame. "Given the hassle associated with keeping track of an ever-growing number of passwords and the inherent security risks, this transition is probably long overdue. After all, biometrics has fully matured and unlocking through biometrics is both safer and more user-friendly than through traditional means." From a consumer standpoint, one of the pros of sezame's solution, is that it doesn't require additional hardware. Randa: "A smartphone with biometric capabilities and, in the case of our free product, a supported PC or laptop will suffice. As far as we're concerned, there are no barriers to embrace biometrics, so let's free the world of having to remember and store passwords!"

BIOMETRIC APPLICATIONS
In order to speed up biometrics adoption, sezame will attend various conferences, including TNW in Amsterdam, Mobile360 Series in The Hague, MoneyConf in Dublin and IoT World Europe in London. "We believe our products will change the way we think about authentication. Instead of a hassle, it will become a trouble-free process. Not 'just' online, because our technology can easily be adapted to, say, ATM machines as well. Even unlocking your door, business, car can be done conveniently through biometrics" says Arnout Klaassen, sezame's Chief Commercial Officer. "It also alleviates people from having to worry about data safety and integrity. Sezame does not store any – and by that, I literally mean nothing at all – biometric information. That info stays where you want it; on your own smartphone. As a result, our product is very safe. Stolen passwords, skimming at POS terminals, stolen cars due to illegal keyless entry: it will all become relics of a bygone, less secure, era."

ABOUT SEZAME
Sezame is Europe's leading biometric identity validation developer. Its patented technology enables organizations to overcome the myriad of challenges associated with an increasingly digitized society, while enhancing the end-user experience. Sezame biometric identity verification fully complies with new European privacy regulations GPDR / PSD2. The company is based in Vienna, Austria. For a free demo or for more information please contact us through sales@sezame.io or through our website www.seza.me.

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