



Applied Recognition Launches Ver-ID

Toronto, August 6, 2015 - Applied Recognition Inc. is pleased to announce the availability of **Ver-ID** face authentication software to replace passwords for an array of platforms.

User names and passwords have been the weak link in the chain and the root cause of the majority of data theft incidents and privacy intrusions in recent times. The availability of face authentication technology now makes it possible to enhance traditional access methods to provide an easy-to-use and more robust solution.

As we advance the capability of biometrics and seek out a more secure means of protecting ourselves in a networked world, face authentication is emerging as a cornerstone in the march towards better privacy and security. With a camera on virtually every laptop, tablet and smart phone in use today, the time is right for face authentication. Applied Recognition's goal is to improve both the security and the user experience in what market researchers are calling a fast-growing multi-billion dollar tech industry (read more about [growth of the face recognition market](#)).

Applied Recognition Inc. has been perfecting the application of face detection, recognition and authentication for well over ten years. Our research and development has naturally led to the creation of Ver-ID, the next step in multi-platform face authentication. Using Ver-ID to augment login methods, we can now protect your data not only upon login, but throughout the entire session while a user interacts with apps on mobile and desktop devices.

Ver-ID software caters to various levels of security needs, beneficial for industries like banking, online education, automotive, SaaS services and various others. We invite you to experience first-hand how Ver-ID can secure your personal data, applications and devices.

To try out the latest release of Ver-ID, please send a request to our team at info@appliedrec.com.

About Applied Recognition

Applied Recognition specializes in the development of face detection, recognition and authentication technology. We offer licensing for a variety of software development kits on Windows, Apple, Android and iOS platforms, as well as server and API services. Our smart-indexing software opens an array of opportunities for businesses and consumers alike; for instance, our authentication software provides multi-level biometric security, equipped with anti-spoofing and continuous verification. Applied Recognition reduces the cost, time and risk of product development with access to technology that we have been perfecting for over ten years.

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