



Fact Sheet

- Snowflake Technologies, founded in 2006, is a subsidiary of Luminetx Corp. and is based in Memphis, Tenn. In May 2006, the team launched technical development of the biometrics product, with the first demonstrator produced in August of that same year.
- Snowflake's biometrics-for-business solution is known as Enterprise Biometrics™.
- The company launched the prototype locally on Jan. 15, 2007, and will make its security industry debut with the prototype during the ISC West show in April 2008.
- The identity verification system uses an industry approach known as vein pattern recognition (or VPR). It scans a person's subcutaneous vein pattern and generates a numeric key which is used to enroll and then verify the person when he/she returns for access. The system works because, like a snowflake, no two vein patterns are alike.
- Leveraging its parent company's vascular contrast enhancement technology, which was first developed for use in health care, Snowflake's biometrics solution helps to resolve a number of management and accountability challenges.
- Possible applications will include access control; time and attendance; transaction recording; and audit trail creation.
- Customer focus: Fortune 500 companies
- Vertical markets include: government; retail; high tech and telecom; financial services; health care; commercial; gaming and hospitality; and industrial.
- Advantages over other biometric security measures such as fingerprinting and iris scans (often called "retinal scans") include:
 - Very user-friendly
 - Extraordinarily difficult to defraud
 - Touchless
 - Fast-matching
 - Highly accurate
 - Easily integrated into business systems

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- The product will be ready for full market rollout in the fourth quarter of 2008.
- Most vein recognition deployments have been in the Asia Pacific region. The adoption rate has been especially high in the financial institutions in Japan.
- Heightened consumer awareness surrounding security and privacy issues has opened doors for the acceptance of biometric security measures, according to Synergistics Research Corp.
- According to the Federal Trade Commission, there were 9.9 million victims of identify theft last year in the United States alone.
- The majority of consumers are open to alternative methods of identification management, and most consumers are interested in identification protection when it is easy and convenient.
- Vein recognition is expected to play a larger role in access control applications, eventually comprising more than 10 percent of this market.*
- Global biometric revenues are projected to grow from \$3.01 billion in 2007 to \$7.41 billion in 2012, driven by government identity management programs and private-sector initiatives such as Consumer ID.*
- Asia and North America are expected to be the largest global markets for biometric products and services.*

**Information garnered from key report findings from The Biometrics Market and Industry Report 2007-2012 (from the International Biometric Group).*