



**Snowflake**<sup>™</sup>  
TECHNOLOGIES

**News Release**

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## **Snowflake Technologies Launches Biometrics for Business Prototype**

*Memphis, Tenn., March 3, 2008* – Memphis-based biometrics company Snowflake Technologies today launched its prototype, the next-to-last step on the path toward full commercialization.

The identity verification system uses an industry approach known as vein pattern recognition (or VPR). An individual who has already been registered in the system by a fast and simple scan of the subcutaneous vein patterns in his or her hand simply holds the same hand in place in the device for a second to verify identity. The system works because, like a snowflake, no two vein patterns are alike.

“Enterprise Biometrics<sup>™</sup> from Snowflake Technologies moves biometrics beyond physical access. This is more than opening a door. It’s about protecting assets on a quantum scale,” said Brad Silver, the company’s vice president of business development. “The revolutionary system offers businesses a unique, secure and virtually foolproof method of authentication or identification.”

Leveraging parent company Luminetx’s vascular contrast enhancement technology, first developed for use in health care, Snowflake’s biometric solution helps to resolve a number of management and accountability challenges, according to Silver. Possible applications will include access control; time and attendance; transaction recording; and audit trail creation. Snowflake plans to deliver its solution to Fortune 500 companies and other enterprises possessing a need to take individual accountability to the next level.

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“Once thought to be only part of sci-fi and government espionage movies, biometrics solutions are real and readily available to progressive companies today,” Silver said. “Soon companies can use this technology to enhance employee accountability, improve processes and reduce errors. A company’s customer will also benefit from the convenience and privacy offered by vein pattern recognition. Forget PINS, signatures and photo IDs. You already have everything you need to confirm your identity, and it's just below the skin's surface.”

The company maintains the product has substantial advantages over other biometric technologies such as fingerprinting and iris scans, including the following:

- Very user-friendly
- Extraordinarily difficult to defraud
- Touchless
- Fast-matching
- Highly accurate
- Easily integrated into business systems

“Vein pattern recognition will be the biometric choice of the future,” said Rodney Schutt, chief operating officer at Luminetx. “And Snowflake is positioned to be a true pioneer in this industry – providing the who, when and where for any transaction.”

The product will be ready for full market rollout in the Q4 2008.

Snowflake Technologies, a subsidiary of Memphis-based Luminetx Corporation, was founded in February 2006. In May 2006, the team launched technical development of the biometrics product, with the first demonstrator produced in August of that same year. Whether it's access to your office, certifying quality or enabling a transaction, Snowflake Technologies will become synonymous with accountability, privacy and security across the globe. For more information, please visit <http://www.snowflaketechnologies.com>.

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