
Global Security pipeline study: Biometrics held back due to reliability issues

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Dr. Danny Lange, CEO at [IDesia Ltd.](#), a developer of a heartbeat-based biometric technology for authentication and identity management applications based in Israel, explained that although the biometrics vertical has many positive growth aspects, it will need to evolve if it's to continue on that growth trajectory. Lange explained that government business currently accounts for the vast majority of all biometric applications, such as fingerprint scanners at airports. However, if biometrics technologies are to break loose and move into other industries and verticals, something will have to change.

IDesia has developed an innovative technology that authenticates users based on their unique heartbeat. The company was originally founded to provide authentication solutions for security applications, such as access control for mobile devices and laptops. However, market demand for consumer biometrics like this soon abated; IDesia then had to rethink its strategy and is now marketing its technology for lifestyle and healthcare applications. The experience has left Lange well placed to comment on the consumer biometrics market as it currently stands and, more importantly, what needs to happen for it to prosper and expand.

The main problem with biometrics for the consumer is reliability. When implementing nationwide schemes that use biometrics, governments can splash the cash to ensure they are acquiring the best-of-breed technologies. The reverse is the case for the consumer where the technology needs to be integrated into a device at little to no extra cost. This inevitably leads to compromises on reliability and, according to Lange, "rejections are not acceptable." He explained, "If you are locked out of your laptop because the fingerprint scanner is malfunctioning, there is no backup plan, no way to side-step the system – you can't ask the security guard to grant you access like you can at a security checkpoint."

Lange explained that he believes the technology will eventually get to the point where it can be implemented for consumer applications, but this will take many years and require significant R&D investment. To this end Lange stated that this investment in time, resources and capital has to be made by big security players and cannot be left to the small private innovators, because they simply do not have the capacity to solve the problem alone.

According to a recent [Global Security pipeline study](#) on the physical security sector, which examined market growth forecasts, investment trends and major sector developments, the biometrics vertical is set to grow annually at 16% on average. This was identified as the joint third highest market with the most significant growth potential, on a par with the data back-up, protection and recovery sector as well as visual surveillance, according to proprietary contributions from senior executives in the industry. If these technologies are backed by enough investment to develop them sufficiently for the consumer market we could see that 16% figure rise exponentially.

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Organisation: IDesia Ltd. / Global Security pipeline

Type of Intelligence: Statistics & Trends

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Heartbeat-based biometrics developer seeks Series C raise

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IDesia Ltd., a developer of a heartbeat-based biometric technology for authentication and identity management applications based in Israel, is looking to expand its services and move into the lifestyle and social networking space. In a recent interview with Global Security pipeline Dr. Danny Lange, CEO at IDesia, revealed that the market for security-based biometrics for consumers is dwindling and the company is looking to diversify its offerings. IDesia is currently looking to raise a Series C financing round to fund this new product development. A strategic investment from large consumer device manufacturers was highlighted as a preference. Lange also stated that the company will use some of the funds to further expand its global footprint after recently opening an office in China, which IDesia have highlighted as its priority market.

The company was founded in 2004 with the original aim of developing a heartbeat-based biometric technology for access control and authentication. However, Lange explained that after the relative failure of fingerprint biometrics on consumer devices such as laptops, market opportunities waned and manufacturers moved away from such novel techniques. Lange then decided to utilize the technology to extrapolate data on people's heartbeats. This data can then be used for a variety of different purposes such as acting as a lifestyle and healthcare notification. For example, every time a user signs into a mobile device using IDesia's technology, an analysis of their heartbeat is sent to them indicating what sort of mood the user is in, if stress levels are too high, whether they should see a doctor and a whole host of other health and lifestyle issues. Lange said that the company is also looking to link this data up with social networks such as Facebook and Twitter.

Please contact Dr. Danny Lange, CEO, on: danny.lange@idesia-biometrics.com for more information on IDesia Ltd.

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Organisation: IDesia Ltd.

Type of Intelligence: Fundraising

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