

May 26th, 2015



Ramesh Kesanupalli
Vice President of FIDO Alliance, Founder of Nok Nok Labs

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2009: The Start of the FIDO Vision

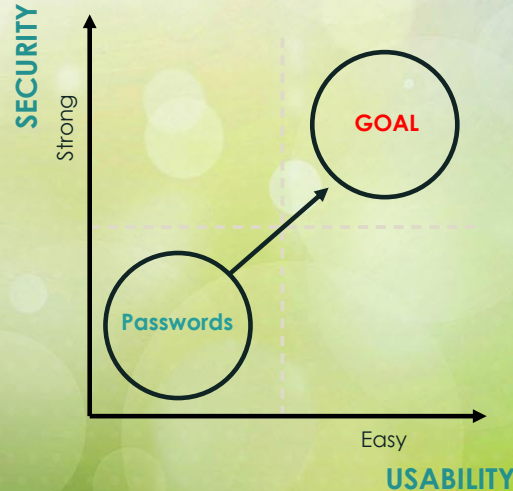


Ramesh Kesanupalli
Former CTO
Validity Sensors



Michael Barrett
Former CISO
PayPal

Shared View of Problem



Adoption Drivers:

- Easy to use
- Reduce fraud
- Benefits to consumers and businesses



WE CALL OUR
NEW MODEL
Fast **ID**entity **O**ne
online authentication using
public key cryptography

HOW DOES FIDO WORK?





Simple to Use



No Server-side Biometric Data



Biometric Data and Private Keys Never Leave the Device



No link-ability between Accounts from Different Companies



Brett McDowell
Executive Director of FIDO Alliance



The **F**ast **ID**entity **O**nline (FIDO)
Alliance is an open industry
association of nearly 200 global
member organizations



FIDO Alliance Timeline



2015 news from the Market

LEADERS FROM AROUND THE WORLD





1st MNO to Join **FIDO ALLIANCE** Board of Directors

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1st to Enable
MULTIPLE SERVICES
Using FIDO UAF 1.0 Standards

A central illustration of a smiling woman with brown hair wearing a yellow jacket, holding a blue smartphone. Surrounding her are several circular icons representing different docomo services: "docomo ID ログイン" (login), "ケータイ 払い" (mobile payment), "dゲーム" (games), "dブック" (books), "dミュージック" (music), "dトラベル" (travel), "dデリバリー" (delivery), and "ドコモの ペット保険" (pet insurance).

docomo ID ログイン

ケータイ 払い

dゲーム

dブック

dミュージック

dトラベル

dデリバリー

ドコモの ペット保険



1st to Deploy **IRIS & FINGERPRINT** FIDO User Experiences



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1st to Launch Multiple
FIDO CERTIFIED™
Devices from Multiple OEMs



- ✓ Strategy
- ✓ Governance
- ✓ Leadership



Board Members

NTT
docomo

DISCOVER

PayPal



Google



lenovo FOR
THOSE
WHO DO



ARM

Nok Nok
LABS



IdentityX



QUALCOMM

VISA



Ramesh Kesanupalli
Vice President of FIDO Alliance, Founder of Nok Nok Labs

NTT
docomo



fidoTM



= Ecosystem

Future Goal

Mobile Devices as Your Key to Life





Changing the World Requires an Ecosystem

Principles

A new industry standard needed
Must support multiple types of authentication
Adoption at scale requires an interoperable ecosystem