



**2009 World Iris Recognition
Entrepreneurial Company of the Year Award**



"We accelerate growth"

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Award Description

Frost & Sullivan's Entrepreneurial Company of the Year Award is given to a small, emerging technology company with a vision that has enabled it to nurture the development of a key technology, and also allowed it to grow despite the inherent odds confronting small companies. This Award signifies recognition of the company's identification of a unique or bold product or service solution with significant market potential, and then successfully meeting the challenges that are associated with bringing it to market.

Research Methodology

To choose the Award recipient, Frost & Sullivan's analyst team tracks technology and market developments with a set of predetermined qualitative and quantitative measurements. The selection process includes primary participant interviews and/or interviews with end users, distributors and suppliers, as well as extensive primary and secondary research via the bottom-up approach. In order to select the Award recipient, the analyst team quantifies several measurements for each entrepreneurial company--paying close attention to the success of the combined operation--and benchmarks these participants against their competitors to arrive at a final ranking. This also involves benchmarking the Award recipient's strategy for growth against established players' strategies. The analysts then choose the best performing, most innovative, high growth potential company for the Entrepreneurial Company of the Year Award.

Measurement Criteria

The recipient chosen for the Entrepreneurial Company of the Year Award excels in one or more of the following criteria. The analyst teams may apply weights to each criterion as appropriate for the industry, company size, or market condition.

- Product or technology novelty
- Technological innovation within the industry
- Time-to-market
- Market penetration vs. potential
- Strategy execution as defined in the business model
- Increased name/brand recognition
- Uniqueness of corporate culture



The "2009 World Iris Recognition Entrepreneurial Company of the Year Award", is presented to IrisGuard Inc. (IrisGuard). The Award is in recognition of the company's contribution to the industry through development of unique iris recognition technologies, both in terms of hardware as well as software solutions. Considered to be one of the specialists in the field of nationwide deployment for high volume, real-time checking of individuals, IrisGuard strengthened its position in the biometrics domain after deploying the world's first, most searched, and largest iris recognition solution, for Homeland Security, in the United Arab Emirates (UAE) in 2001. The company also made history in 2008 as they were the first to deploy real-time iris recognition solutions for banks, such as the Cairo Amman Bank, by combating fraud with its acclaimed technology. IrisGuard designed and manufactured the revolutionary IG-ADI100 Enhanced Camera System in 2008 to meet the unmet and challenging security authentication needs of the different industries it serves.

National Security and Banking are the two prime sectors in which IrisGuard proves its technological leadership abilities. Furthermore, the company designs and develops solutions for healthcare, humanitarian relief, electronic voting, information communication, aerospace and defence, and consumer sectors.

Product or Technology Novelty

IrisGuard's innovative products and technologies have the unique ability to maintain real-time performances, irrespective of the database size, thereby placing it ahead of the other solutions available in the market. The organisation designs and manufactures its own cameras for acquiring pristine iris images. Moreover, unlike other iris cameras, IrisGuard's imagers provide a truly improved user experience, whereby users no longer have to remove their reading glasses or contact lenses in order to be authenticated.

IrisGuard is the manufacturer of the world's most accurate iris recognition camera system, the IrisGuard IG-H100®, which was launched in 2005. This is a proven product that has been deployed in all the five continents for obtaining accurate iris images under challenging lighting conditions; the same light conditions in which other iris cameras become almost useless. The company's iris cameras take only two seconds to identify and authenticate individuals, no matter at what distance the individual is located. Launched in 2007, IrisGuard's innovative Banking solution, iBank Suite®, is a large-scale iris biometric security solution, which secures Teller positions, ATMs and remote terminals in banks. The company's biometric technology is used to authenticate banking transactions for all bank customers. The system reduces the risk of fraud, identity theft and unauthorised access and provides regulatory Know-Your-Customer (KYC) and Anti-Money-Laundering (AML) compliancy.

In the domain of iris recognition solutions, IrisGuard's Iris Expellee Tracking System (IETS), launched in 2002, has been one of the most successful products in the market. The database against which all in-bound visitors are checked is a "negative watch-list" of persons who are denied entry for a variety of reasons, including security concerns, past violations, previous imprisonment, travelling under false documents, or work permit violations and it is the world's first deployment of its type.

Technological Innovation within the Industry

IrisGuard provides all the required components for holistic iris biometric deployments in particular: Iris Imagers, software development kit (SDK), middleware, algorithms, and back-end matchers. The company is known internationally for many technological innovations such as: the Iris Detainee System, National Registrar Database, Iris Expellee Tracking System, iBank Suite®, Iris Farm Architecture® (IFA), IG-HI100®, IG-AD100® and the EyeCon® Personal Camera Systems.

IrisGuard took great pride in designing and developing the most advanced dual-eye iris recognition camera (IG-AD100) in the market in 2008. Built on the proven IrisGuard technology platform, the IG-AD100® gives users a new exhilarating experience in personal identity. The new, fast, dual eye acquisition environment provides greater ease of use, significantly improved expandability, improved usability, accuracy and reliability. Moreover, in 2009, IrisGuard is likely to penetrate into the consumer level market, with its latest novel technological innovation named EyeCon®. This technology will ensure the reach of iris recognition into every home on the planet, another first of its type from IrisGuard.

These technological innovations considerably differentiate IrisGuard from its nearest competitors.

Efficient Customer Service

Providing efficient round-the-clock 24/7/52 customer care, IrisGuard's customer service is second to no-one and forms an integral part of the company's value proposition. The organisation also provides consultancy services to governments and enterprises, in order to meet their ever-increasing security needs. IrisGuard helps its clients by offering onsite training to the operators and technicians by focusing on the key mechanism and processes of its iris recognition systems.

Time-to-market

IrisGuard recognises continuous market trends and was first to deploy its state-of-the-art iris recognition solutions for National Homeland Security and Banking & Finance sectors. When the world was looking for the most advanced and most accurate biometric application, IrisGuard research & development (R&D) was ready with its turnkey solutions. Time-to-market is key to IrisGuard's business strategy and the company prides itself in identifying trends, developing cost-effective solutions and improved products and services that meet its customers' ever demanding requirements.

IrisGuard also made a new record in the domain of iris recognition with its flagship product IETS, which is used in all the main hubs of the UAE. To date, more than 330,000 deportees with false travel documents have been apprehended while trying to re-entering the UAE.

In the Banking sector in 2008, Cairo Amman Bank was the first to deploy the IrisGuard iBank suite IG-AD100 iris cameras at all teller and customer service desks across its 70-odd branches in Jordan and Palestine. The bank's 190 ATMs will also be fitted with the IG-AD100 cameras.

Chart I.1 presents the factors contributing to IrisGuard's 2009 World Iris Recognition Entrepreneurial Company of the Year Award.

Chart 1.1: Iris Recognition Market: Factors Contributing to IrisGuard's 2009 World Iris Recognition Frost & Sullivan Entrepreneurial Company of the Year Award.



Source: Frost & Sullivan

Conclusion

IrisGuard is known for its superior, pristine solutions and advanced iris cameras that are designed and developed to meet the varied security needs of different industries. Its prime focus is on research and development, design, and manufacturing of unique iris recognition products that promise to meet the ever-increasing security needs of different industries. The technological and product innovations of the company have successfully positioned it to be one of the specialists in providing iris recognition solutions worldwide. Additionally, IrisGuard's timely entry into the market also plays a major role in its success. Currently, IrisGuard is a well-known name in the world biometrics domain of iris recognition for its iris recognition solutions, which make identification possible by the twinkle of an eye.

These dedicated efforts to come up with new technologies and products thus make IrisGuard the worthy recipient of the 2009 World Iris Recognition Entrepreneurial Company of the Year Award.

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



About Frost & Sullivan

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