

**Press release**

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**FOR IMMEDIATE RELEASE**

**“WHAT IS SO UNIQUE ABOUT YOU?”**

- Keypasco waved a red flag in front of the RSA Security elite and took on the confrontation.

**Claiming to have developed a new and unique security solution at the RSA 2012 Conference was bold; many questioned the statement but were convinced when Keypasco successfully launched their new ID Authentication solution.**

Claiming to be unique and to have developed a new solution that can solve the problems with passwords, usernames and OTP tokens is gutsy indeed. To state this as a small company on the market for less than 2 years is even more courageous. But with 20 years of experience from the security market, Keypasco's founder and CEO, Maw-Tsong Lin, and COO, Per Skygebjerg, did not fear making such bold statements. They knew that the unique, groundbreaking security solution that Keypasco has developed will provide users and services a high level of security without the high investments associated with the OTP options.

*“Wait did you say? **Below** a few USD a year? Really? This is interesting,”* said a RSA Conference attendee after listening to a presentation held at the Keypasco booth. The attendee had initiated the conversation by asking what was unique about Keypasco.

**So what is so unique about Keypasco ID Solution?** The solution is based on a completely new way of identifying users by taking fingerprints of PCs or Mac laptops, smartphones, tablets, etc. The solution draws conclusions about who is trying to access the account by checking several factors: the device fingerprint, the geolocation, username and password, and a risk intelligence feature. With this solution, your online identity is safe and secure. Even if a hacker steals your username and password, he can't use the information to access the account and get ahold of your credit card information, SSN or other sensitive information. The Keypasco ID Solution is a safe and easy way to log in to several of your favourite web pages while only having to remember one username and password.

*“This will go far...”* remarked another RSA Conference attendee. The claim of “uniqueness” was subject to scrutiny by the security elite at the RSA 2012 Conference, but following Keypasco's presentation and arguments, the veracity of the claim was no longer questioned.

Keypasco was founded in 2010 to provide online users and Internet content providers a safe way to log in and keep their online identity safe through a range of ways to identify a user: password, device, location, and Risk Intelligence feature.

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If you would like more information about this company or service, or to schedule an interview with Per Skygebjerg or Maw-Tsong Lin, please call Anna Zetterholm at +46-31-10 23 64 or e-mail her at anna@keypasco.com.