

# The right ingredients for being a great biometric partner

Jan Lunter,  
Innovatrics CEO

**Biometrics is:**

## Challenge

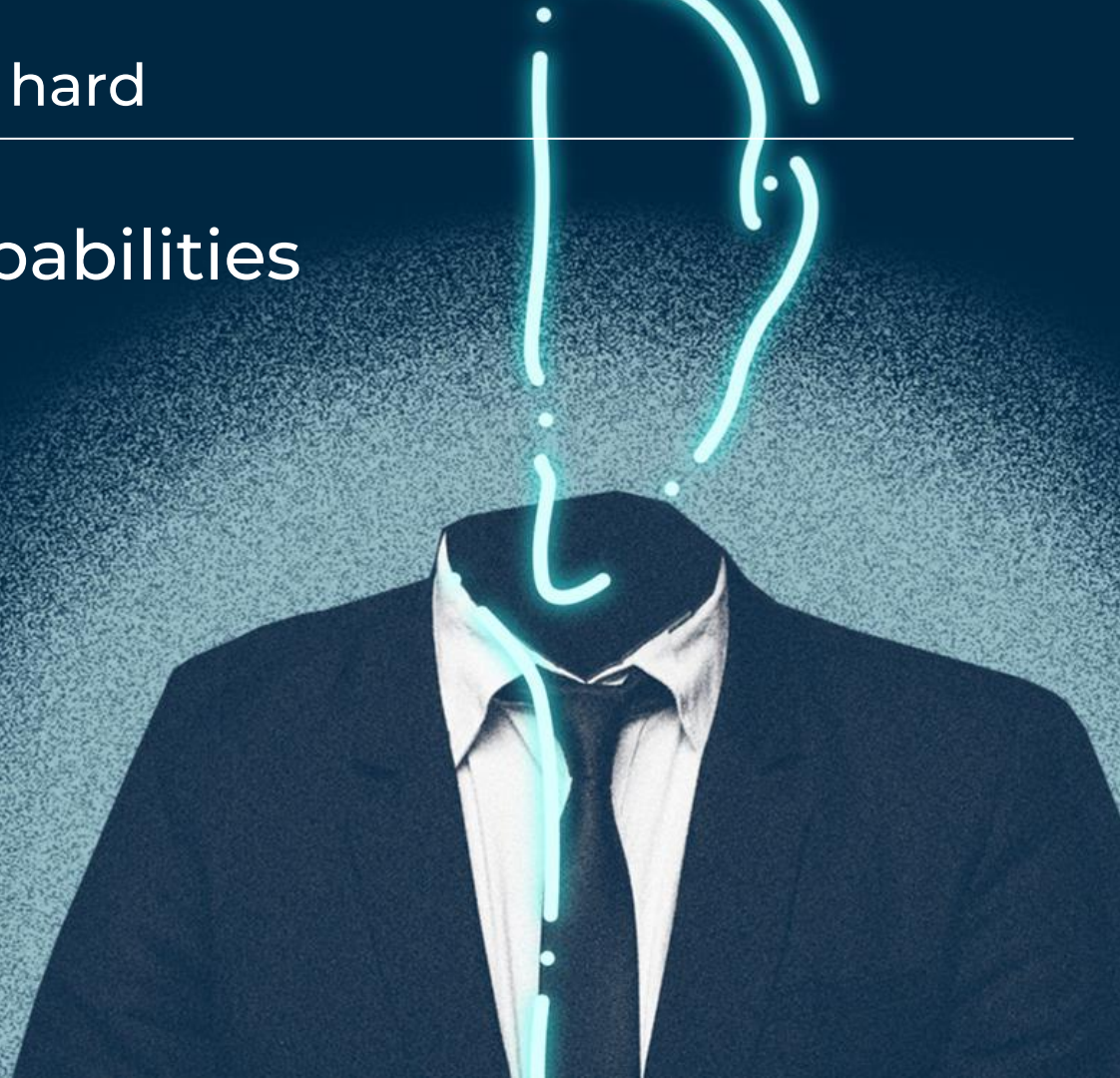
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**Doing biometrics is hard; doing great biometrics is even harder.**

# What makes biometrics hard

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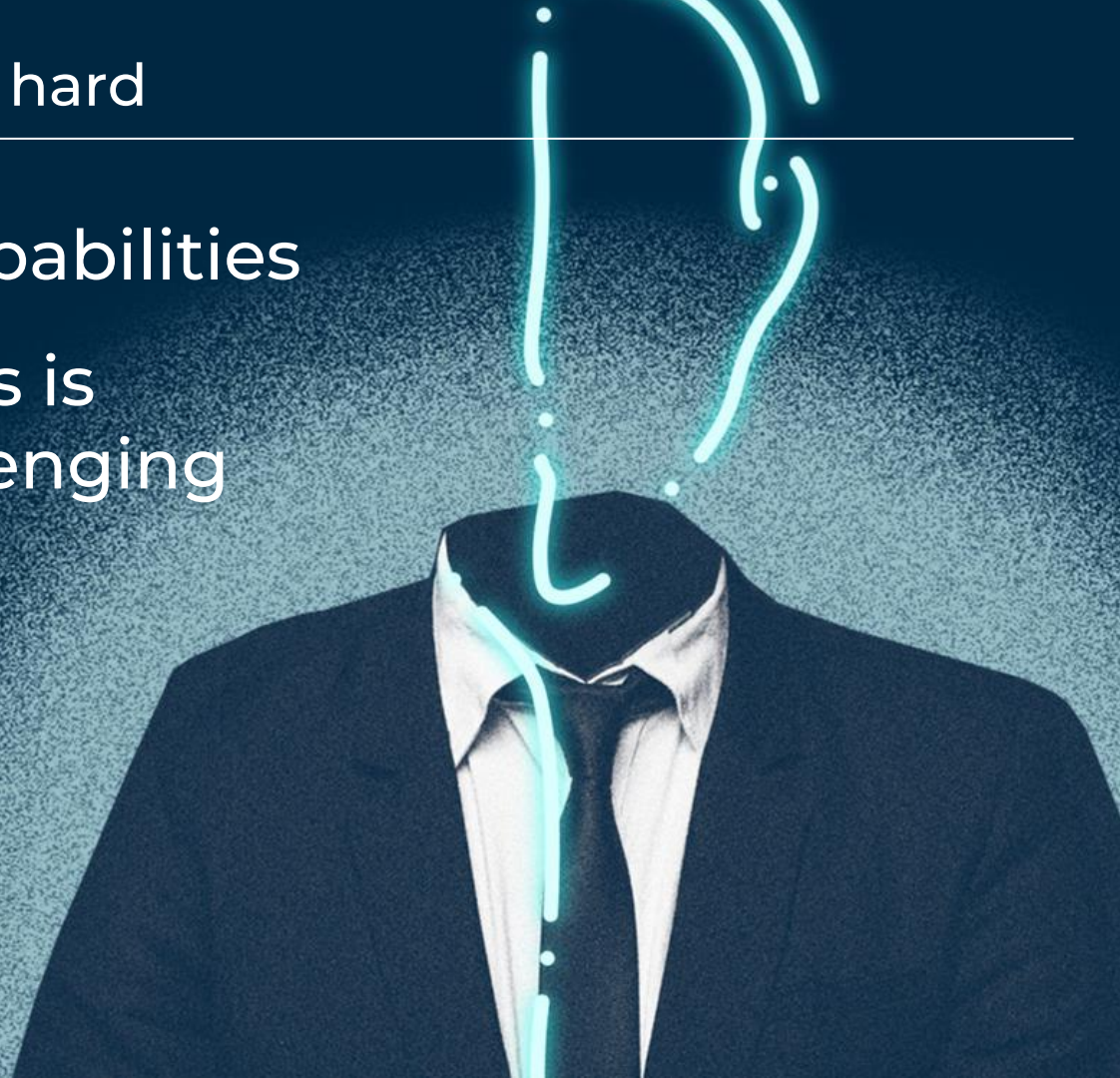
- It is based on probabilities



# What makes biometrics hard

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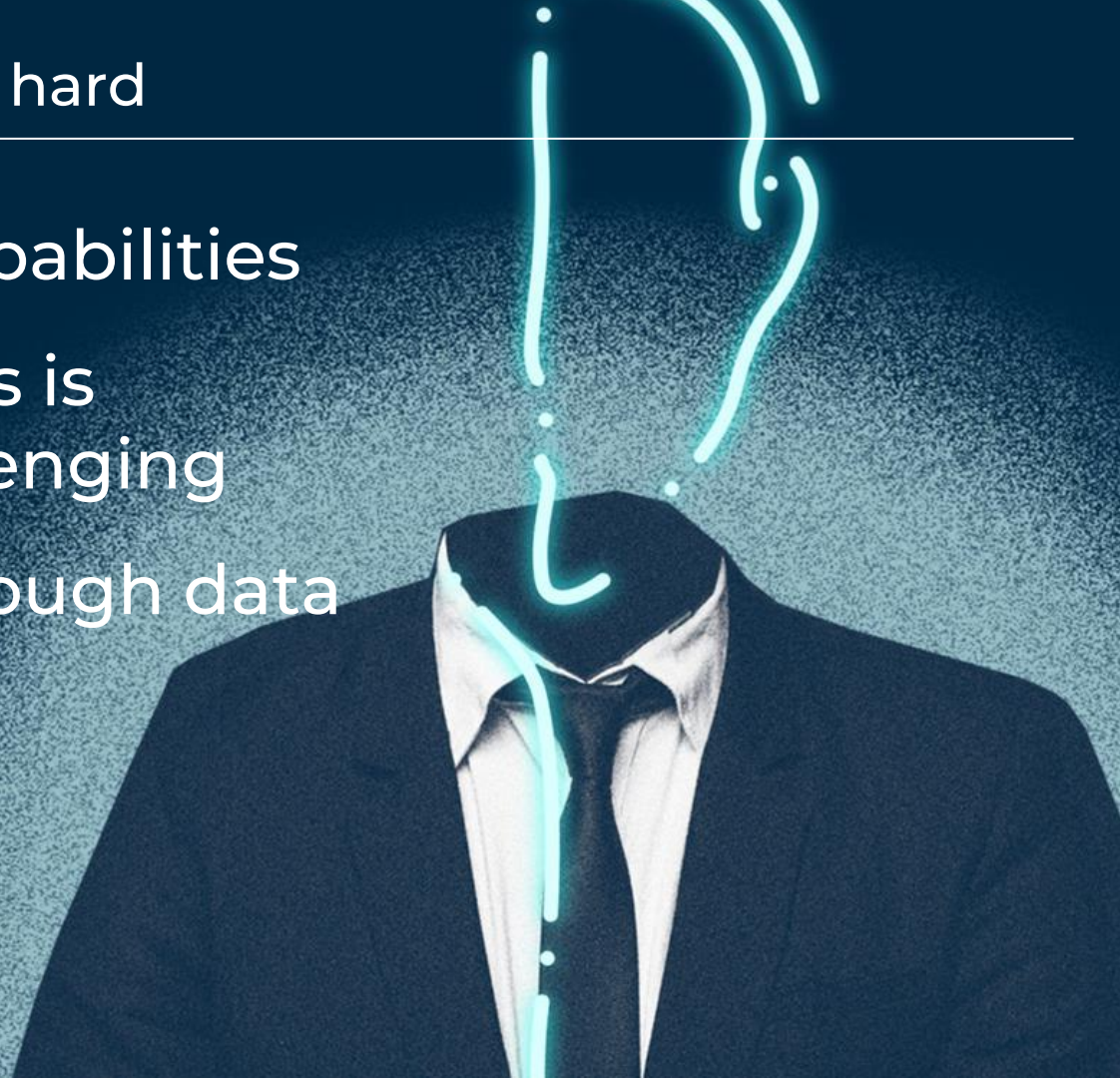
- It is based on probabilities
- Modeling humans is surprisingly challenging



# What makes biometrics hard

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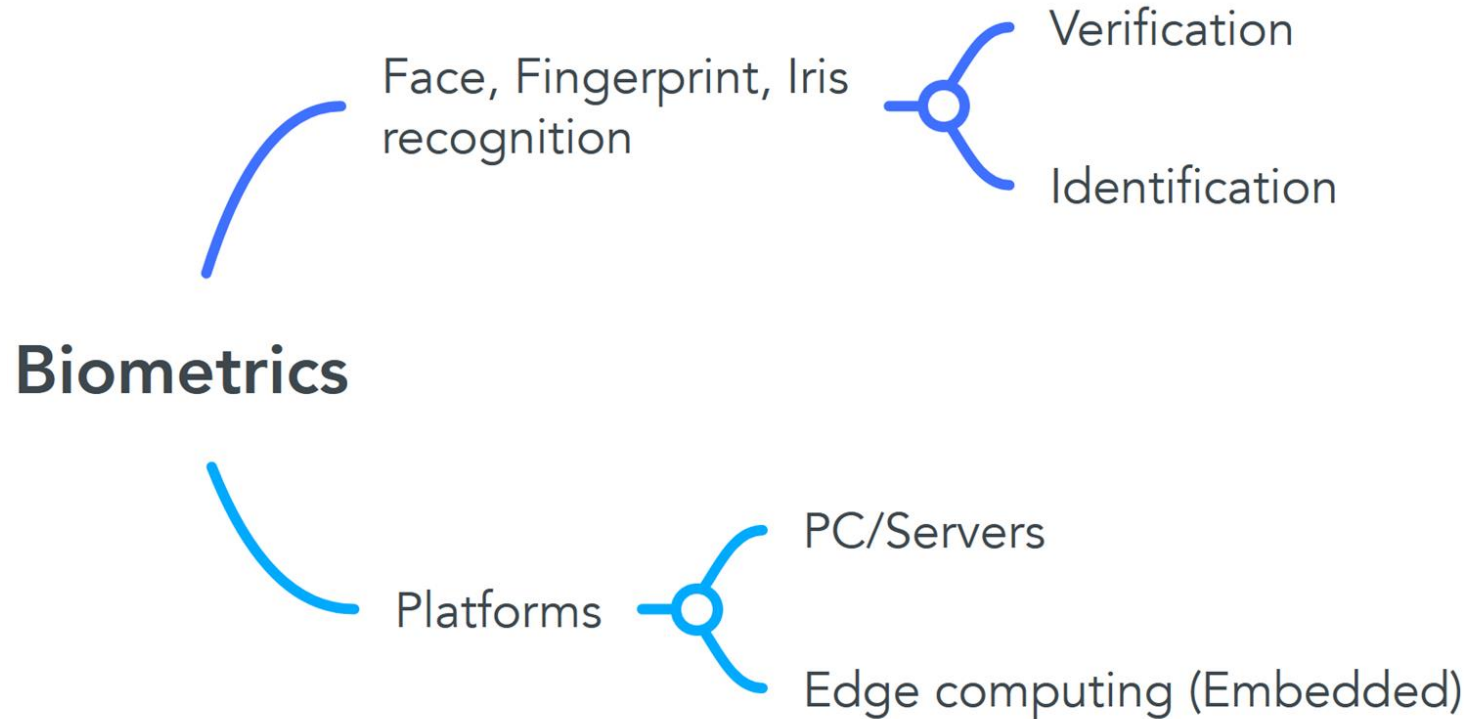
- It is based on probabilities
- Modeling humans is surprisingly challenging
- There is never enough data



**Ok, but what really is  
biometrics?**

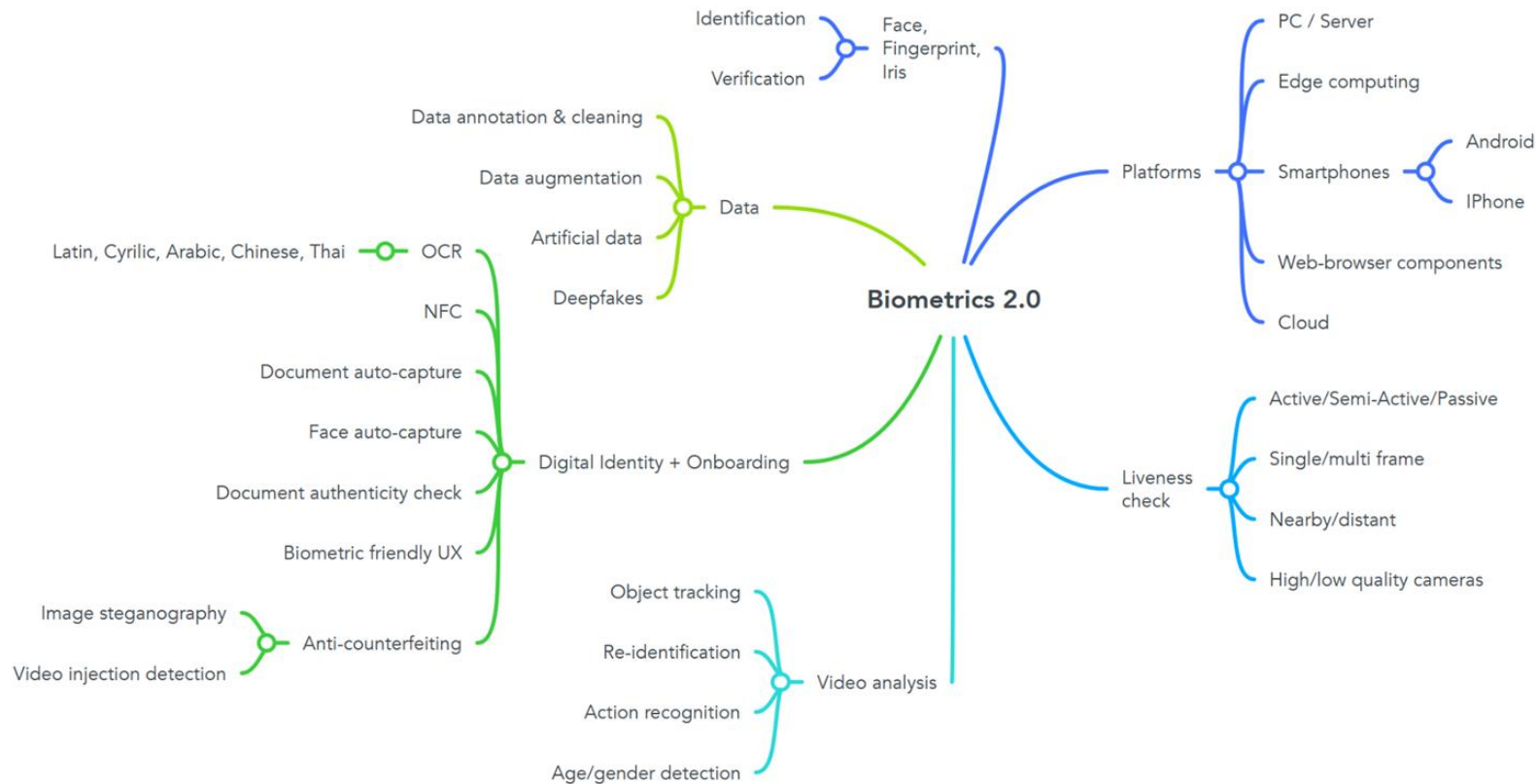
# What is was biometrics?

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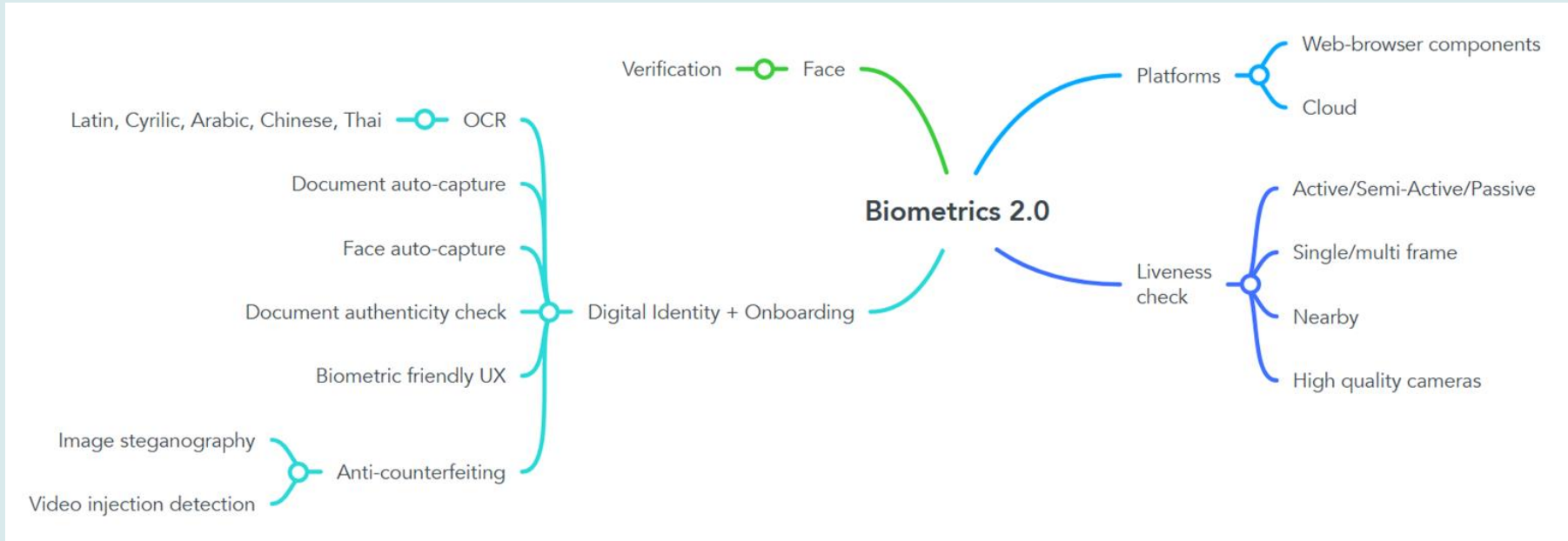


# What is biometrics now?



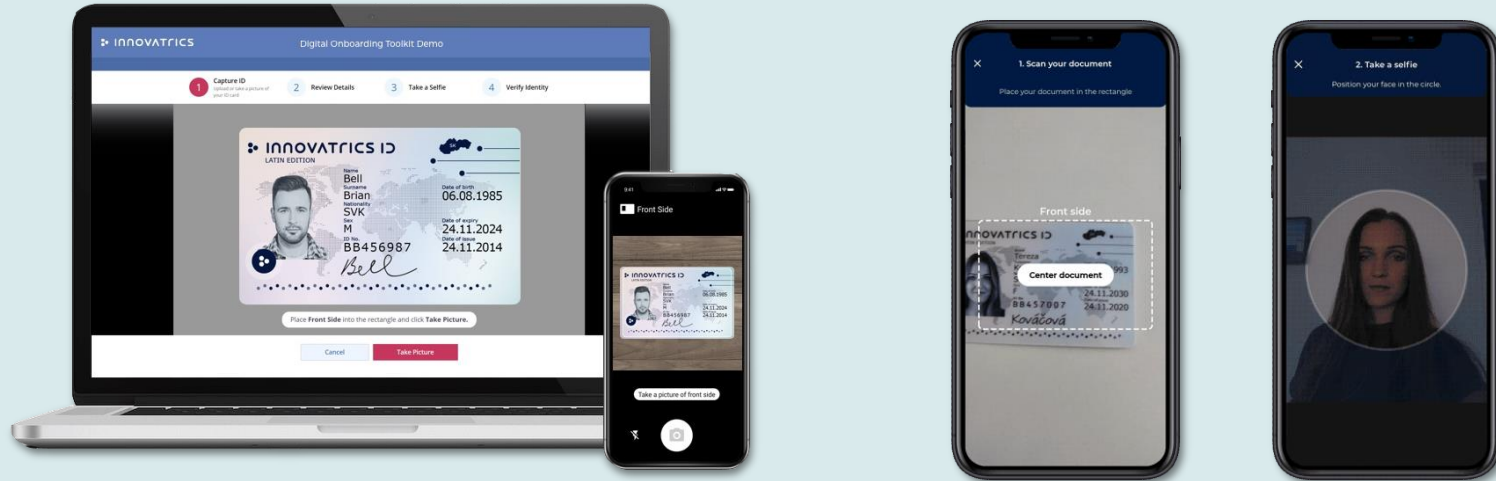
## Example #1

# I want to onboard new customers through my website



# Example #1 - Challenges

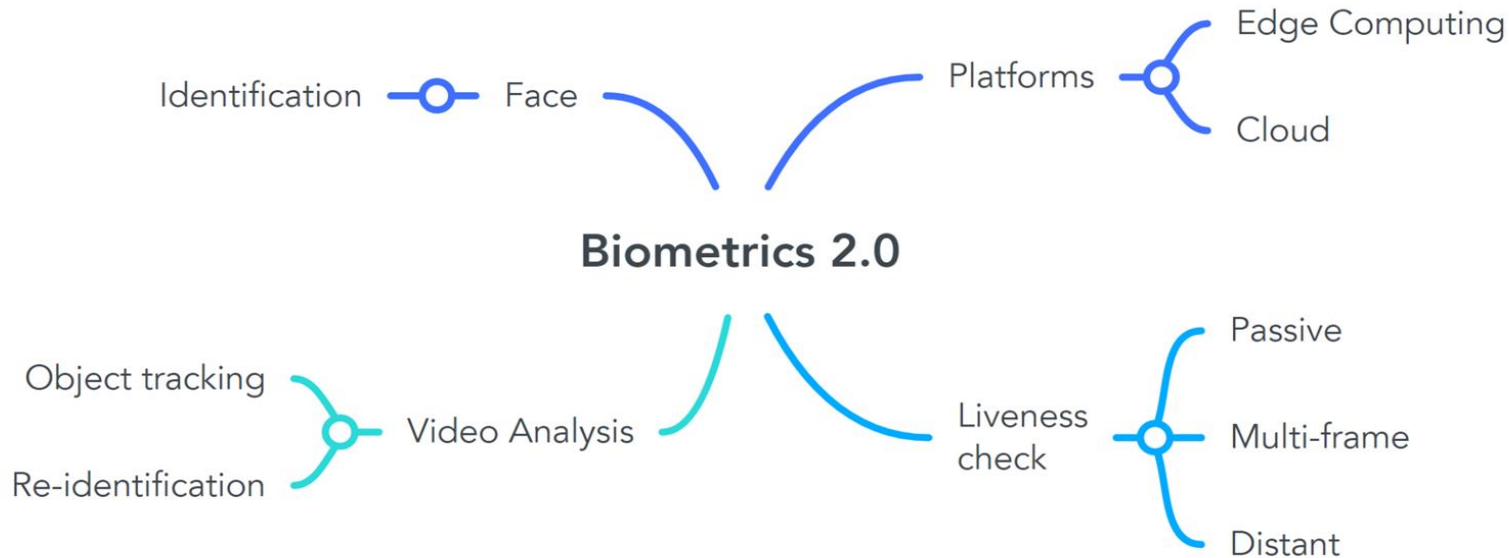
## Web-component total size, Auto-capture done right, Good UX



## Example #2

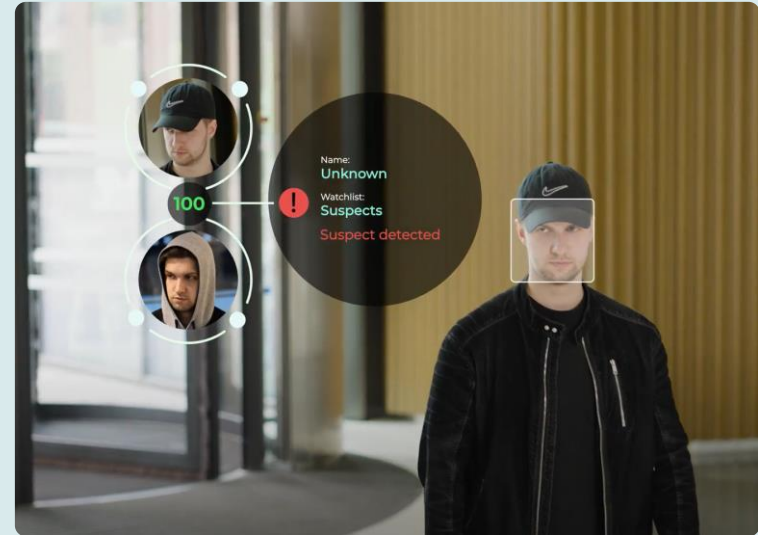
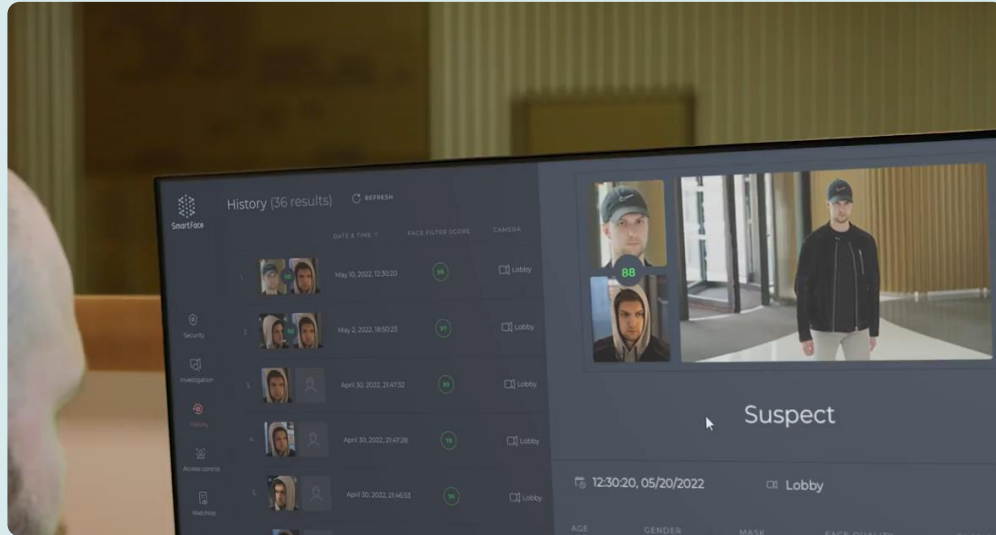
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# I want to protect a sensitive area from unwanted persons



## Example #1 - Challenges

# Real-time on-device computing, Offline investigation, Person search in ABIS



Our approach

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**It's rather complicated...**  
**How do we do it?**

# We focus on long term vision and build on our experience

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- It is a marathon, not a sprint
- We build long term partnerships



# We listen and create strong partnerships

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- Attention to detail (errors are rare!)
- Your feedback greatly helps to adapt biometrics to your needs





# We understand technology and learn about your business

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- Building platforms, not custom solutions
- High-level understanding of biometric business case
- Prioritize most common/important use cases



# Great biometrics

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- 20 % science
- 30 % engineering
- **50 % exchanging with partners**



Thank you

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**Building a world of  
instant trust. Together.**