

Fortune Magazine Highlights How Biometrics Are Securing the Future of Authentication

An article published in the July issue of Fortune Magazine and sponsored by IBIA and Iris ID demonstrates how the burgeoning field of biometrics is delivering a secure and convenient form of personal identification and authentication. The article is the first in a series of three that will feature IBIA and its member companies; the other two articles will be printed in the September edition.

The article serves as an introduction to biometrics for the lay reader, explaining what biometrics are – “the use of individual physical attributes for identification” – and why that makes biometrics “the most effective, secure, and privacy-enhancing means of identification available.”

The article quotes IBIA Managing Director Tovah LaDier as stating that “advancements in software, computer, networking, and sensing technologies, along with the explosion in machine learning and artificial intelligence, have broadened the range of applications, such as combating fraud and identity theft; creating secure online and mobile transactions; providing convenient and secure mobile banking; enabling remote banking in rural parts of the world; preventing professional and academic test-taking fraud; and controlling access to healthcare records and prescriptions.”

This point is echoed by Mohammed Murad, Vice President of Global Business Development and Sales at Iris ID, who is quoted as saying that “with technological advancements, the technology’s price point has become very affordable.” He notes that “in most instances, our customers realize the return on investment in a matter of months.”

With cheaper and more accurate technology, biometrics are on their way to becoming ubiquitous. Fortune Magazine recognizes this, observing that “for biometrics, the sky’s the limit.”

Read the IBIA article published in the Fortune Magazine July issue [here](#).