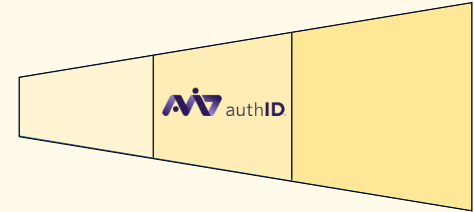
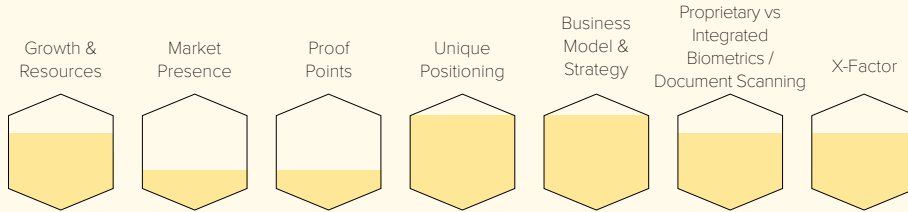


authID

authid.ai



BEAM: Biometric ID Platform / CLASSIFICATION: Catalyst



With its cloud-based biometric ID platform, authID shines bright as a Prism Catalyst, orchestrating identity while bolstering traditional security weaknesses with its flagship Verified product, powered by Human Factor Authentication. Having undergone a massive corporate overhaul in early 2023, supported by a new financing agreement, the company has rapidly evolved from an IDV player to a provider of end-to-end biometric digital identity that puts a premium on user experience. With a clear mission of enabling transferable, device agnostic digital identities that can be verified and authenticated in milliseconds after a one-time onboarding, authID is winning workforce customers around the globe and growing by orders of magnitude in its quarterly reports. Its technology is compliant with key regulations, supported by lab-tested liveness detection, scalable, and ready to deploy extremely quickly.

Speed is authID's characteristic strength—every aspect of its platform is fine-tuned with a frictionless, zero-trust customer experience in mind, from the administrative folks managing it through the employees onboarding and authenticating. But the firm's differentiating factor is its clear strategy and business model. This is a company that has identified the weaknesses of contemporary strong authentication systems, and rather than ask customers to abandon the mainstream options for something new, authID enhances what's already working. Critics of FIDO2 authenticators like passkeys generally focus on how they reduce the fraud attack surface to weak account recovery mechanisms, require new enrollments for each new device, and are not digitally bound to human identity. With its Human Factor approach to identity, authID fills these gaps by placing its real carbon-based users at the core of every transaction, enabling versatile biometric verification and authentication wherever and whenever it is needed.

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