

How Biometrics are Redefining Customer Onboarding?

Biometrics Simplified™

AWARE

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Number of AI-Created Images*

DALL-E 2

916 million

Models based on Stable Diffusion

12.590 billion

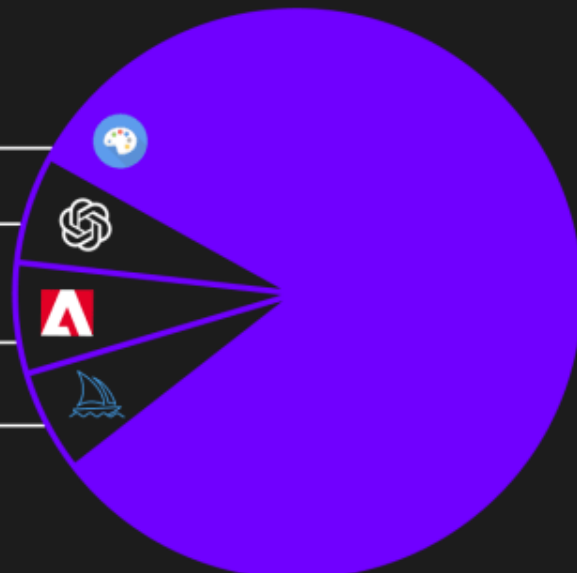
Adobe Firefly

1 billion

Midjourney

964 million

15.470 billion



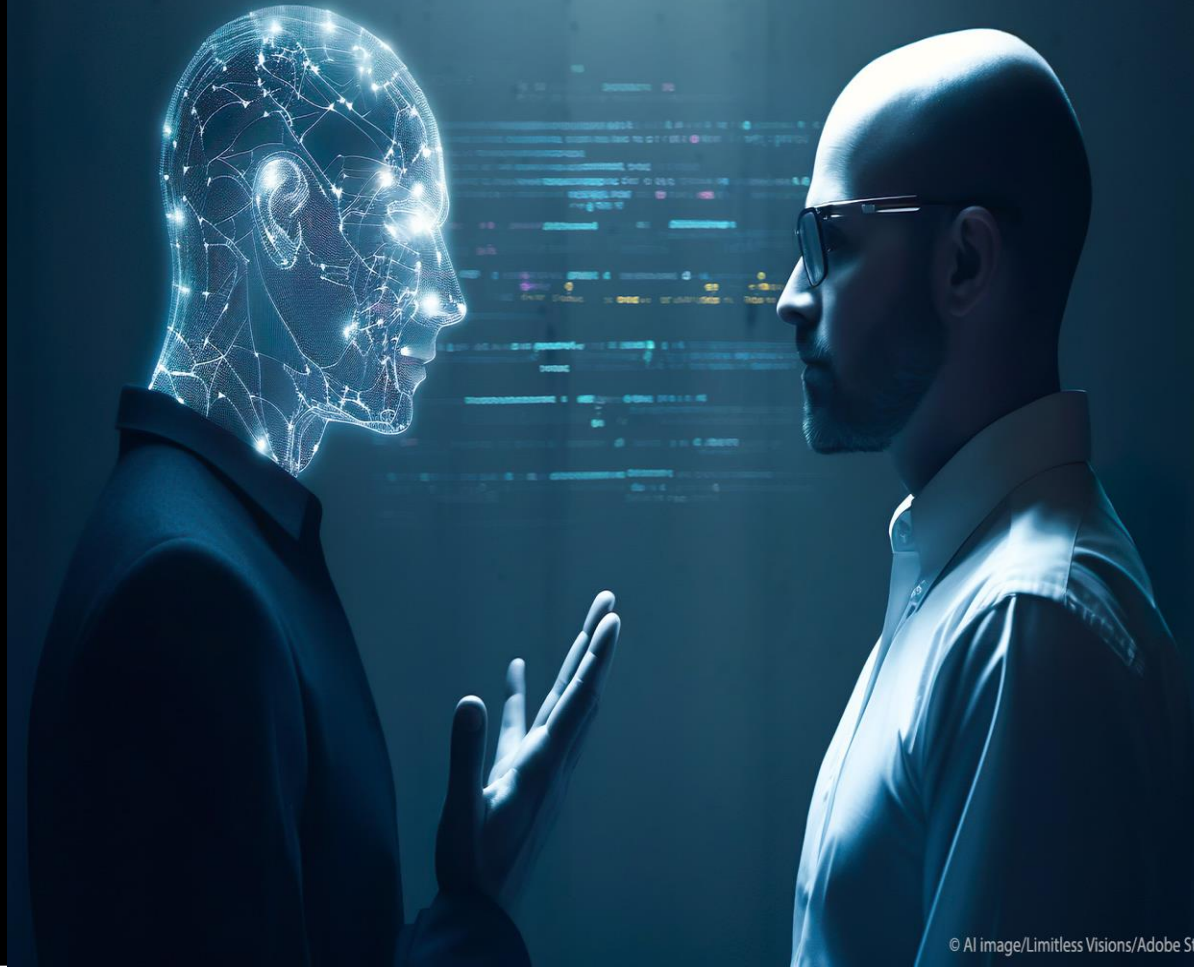
Sources: Adobe;
our estimates, based on Photutorial, OpenAI, Civitai

*As of August 2023

What is a Deepfake?

Artificial Intelligence (AI) or Machine Learning (ML) manipulated or synthesized media to create fake content

Superimpose one's person face or voice onto another's body or alter facial expressions or gestures.

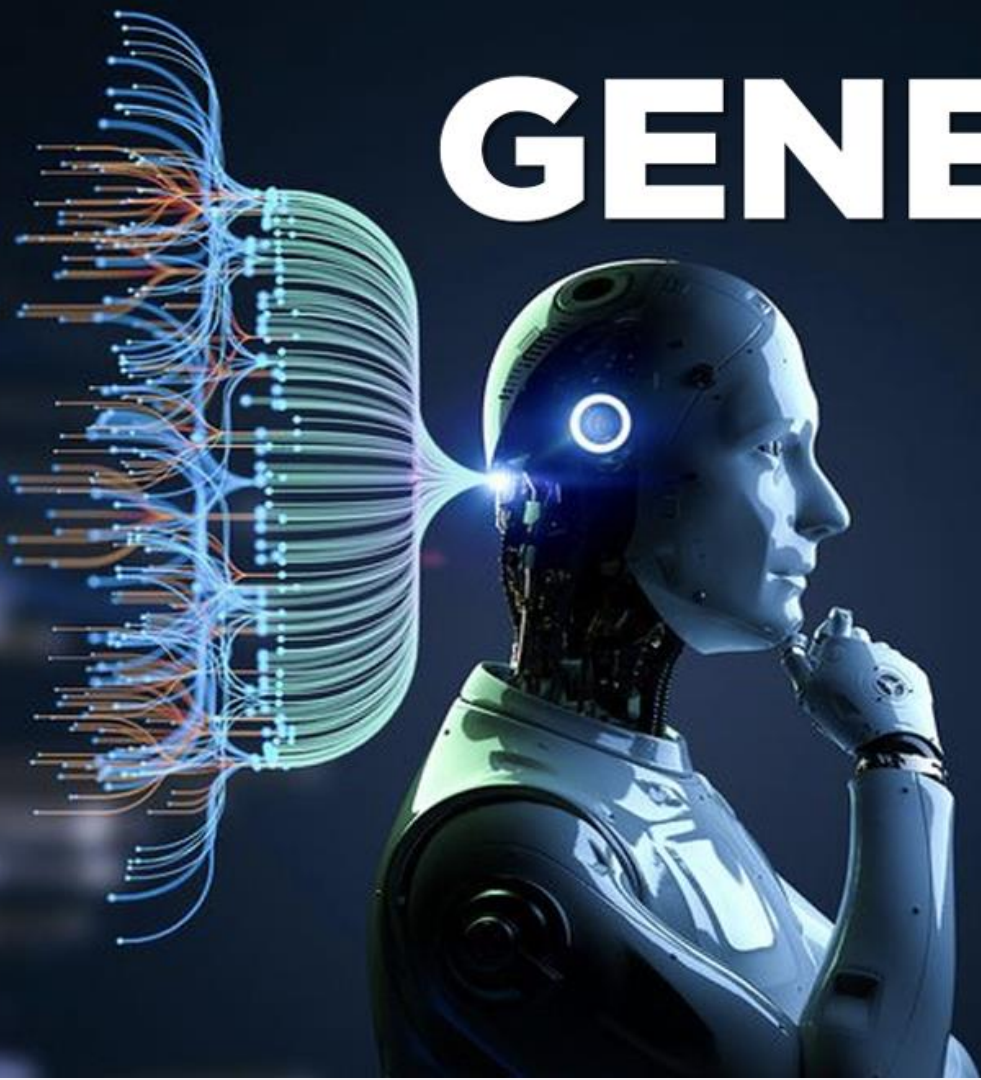




GENERATIVE AI

An AI capable of generating text, images, videos, or other data using generative models.

Generative AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics





The Dor Brothers AI Visuals studio that creates AI Music Videos, AI Commercials, and AI Films using **Generative AI**.

50 million views across different social media platforms.

The buzz even got them invited for a feature on national **US news**.

Scams, Fakes, Abuse: The Dangers of Generative AI

Share of respondents being very/somewhat worried about the following potential problems caused by AI



AI scams 71%



Deepfakes 69%

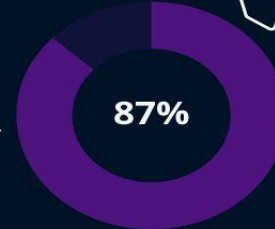
Sexual/online abuse 69%

AI hallucinations 66%

Data privacy 62%



Bias amplification 60%



87%
of all respondents are very/somewhat worried about at least one problematic AI scenario

16,795 respondents (13-64 y/o) in 17 countries surveyed online Jul.-Aug. 2023

Source: Microsoft Global Online Safety Survey 2024

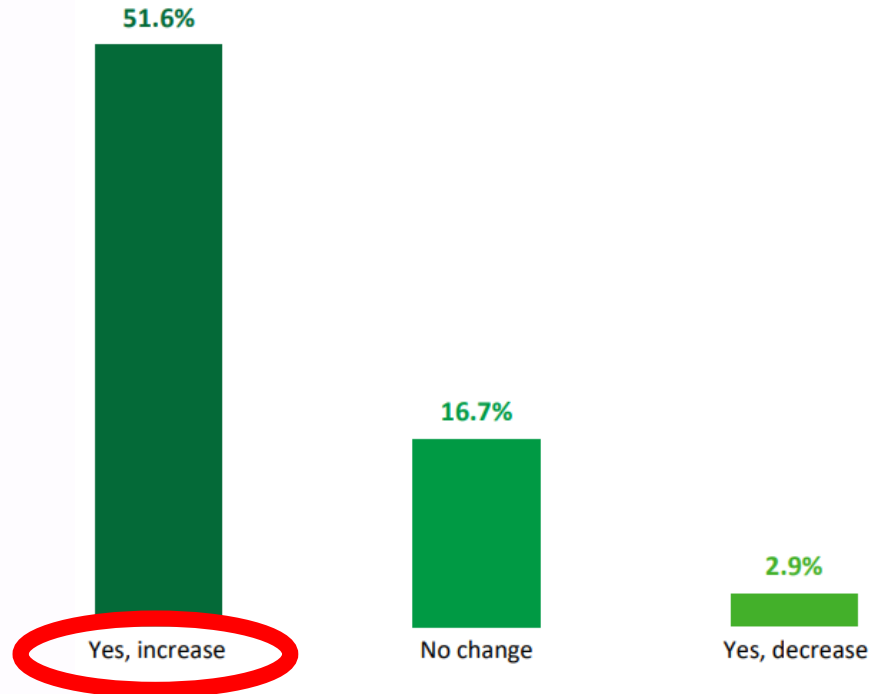


During the next 12 months, do you expect a change in the number and size of deepfake attacks targeting your organization's financial and accounting data?

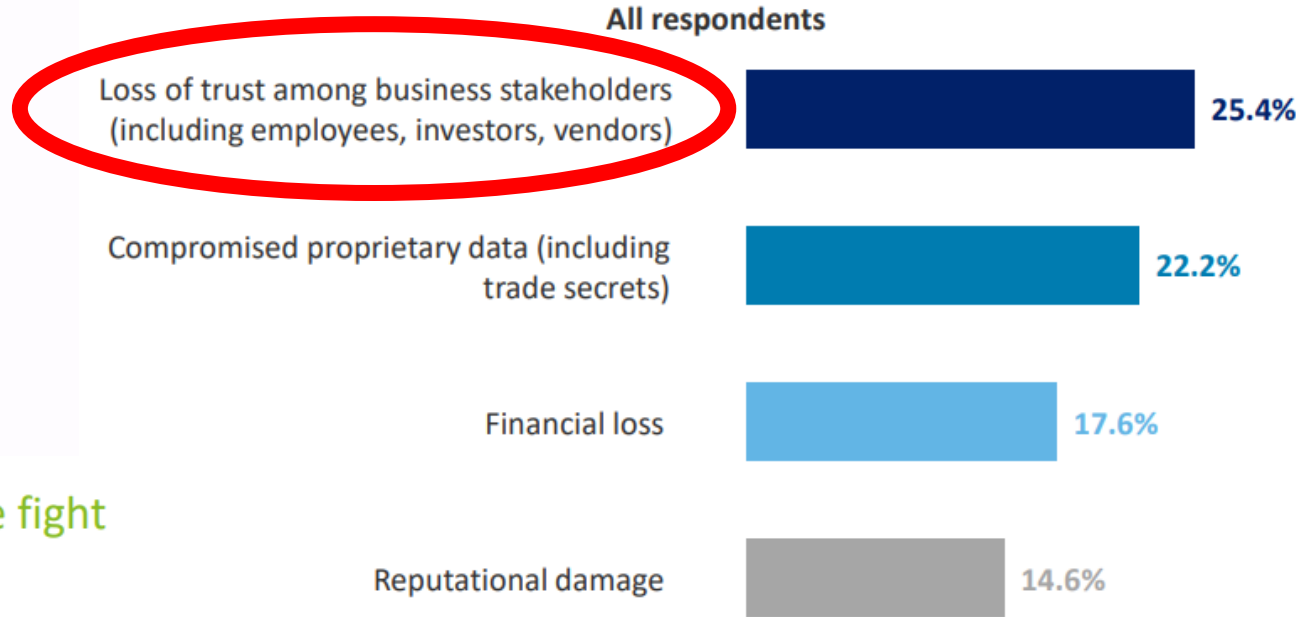
Deloitte.

Generative AI and the fight
for trust

Deloitte poll results from May 2024



In the next 12 months, which do you think could be the biggest organizational risk stemming from AI-based technologies?



Deloitte.

Generative AI and the fight
for trust

Deloitte poll results from May 2024

A stack of four books is shown against a solid orange background. The books are oriented vertically, with their spines facing the viewer. The top book has a white spine with the word 'STANDARDS' in bold white letters. The second book has a white spine with the word 'RULES' in bold orange letters. The third book has a yellow spine with the word 'REGULATIONS' in bold white letters. The bottom book has a yellow spine with the word 'LAW' in bold white letters. The books are slightly offset, creating a sense of depth.

STANDARDS

RULES

REGULATIONS

LAW

ISO

- **Biometric** presentation attack detection including testing and reporting.
- ISO/IEC 30107-3:2023



Standards

NIST

- Face Analysis Technology Evaluation (FATE)
- Measures the performance of **82** passive **face PAD** algorithms.

NIST

FATE
Face Analysis Technology Evaluation

Tests

EU AI Act

- Common **regulatory** and legal **framework** for AI within the European Union.
- **Expected** to establish a standard for **biometrics** and identification tools.



Regulation

A green rectangular sign with rounded corners and a white border is mounted on two wooden posts. The sign features the text "Be Prepared" in a bold, white, sans-serif font. The background is a bright blue sky filled with fluffy white clouds, with a sunburst effect visible behind the clouds in the upper right quadrant.

Be Prepared

Biometrics & Customer Onboarding Checklist



NIST FATE Participant

Liveness Performance Ranking

Deepfakes and Presentation Attacks Protection

Racial Bias Performance

Questions?

AWARE

Thank You!

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