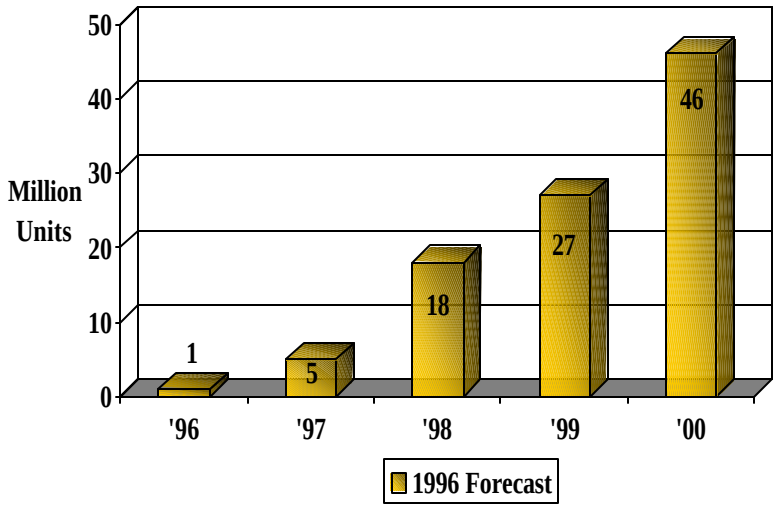
AuthenTec, Inc.

Biometrics: “Show Me The Money!”

Biometrics Consortium Conference
February 13-15, 2002

AuthenTec, Inc.

The Opportunity

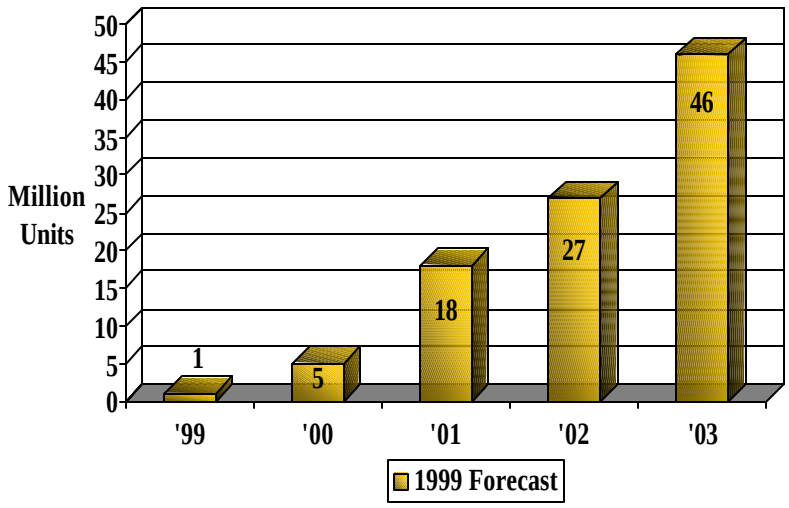


Biometric Consortium 2002 FSM02-003-vh

2-13-02 11:00 – 11:20 am

AuthenTec, Inc.

The Opportunity



Biometric Consortium 2002 FSM02-003-vh

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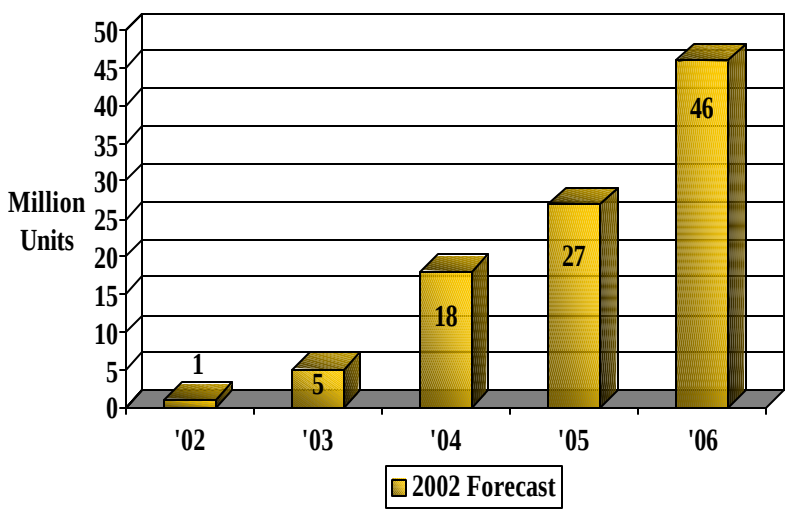
AuthenTec, Inc.

The Opportunity



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2-13-02 11:00 – 11:20 am

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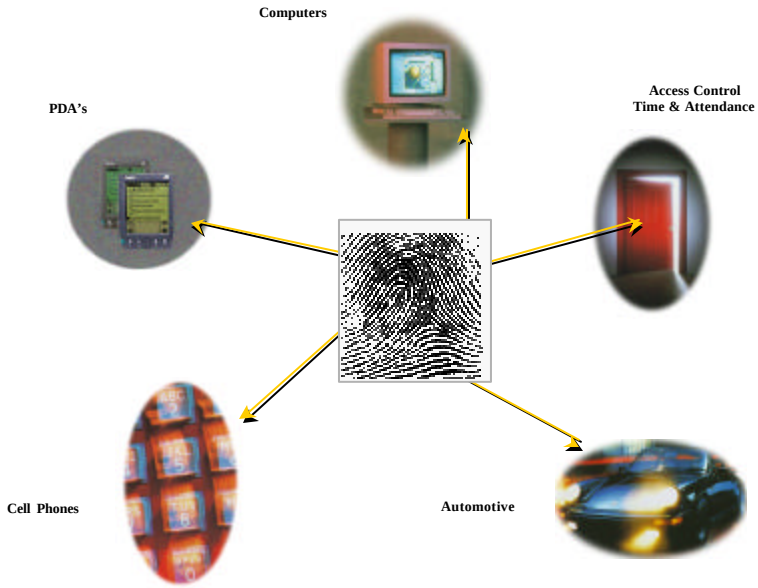
Market Enablers



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Market Enablers

Product Focus

Technology Costs Size

Market Focus

Size Value

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2-13-02 11:00 – 11:20 am

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It's About The Individual

- Making Life Easier
- Enhancing The User's Security
- Enhancing Privacy
- Personalization

Biometric Consortium 2002 FSM02-003-vh 2-13-02 11:00 – 11:20 am

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Enterprise/Government Opportunity

The Enterprise/Government Benefits When The End User (i.e. The Individual) Benefits

- Enhancing Security
- Lower Costs
- Personalization

Mass Marketing With A Segmentation Of One

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Market Enablers

Product Focus

Technology Costs Size

Market Focus

Size Value Time

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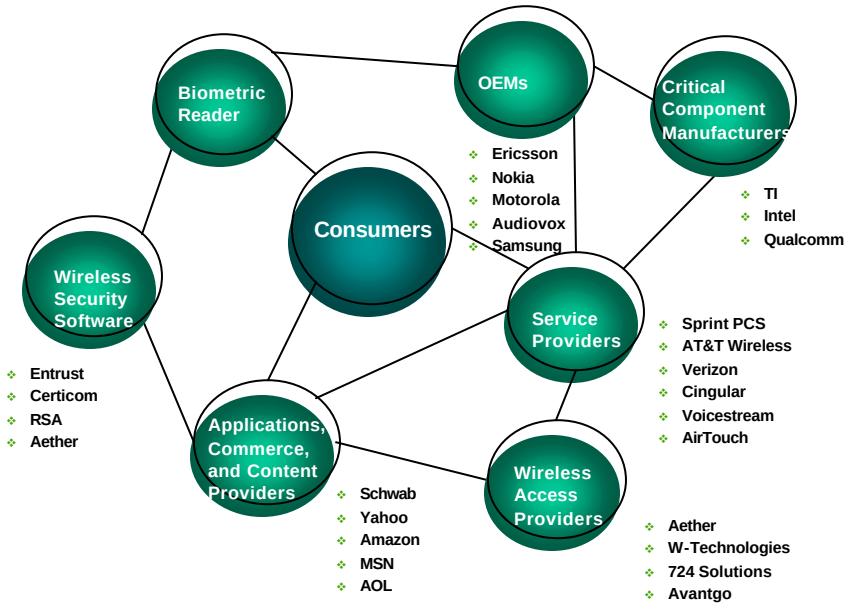
Value Delivery Network For Secure M-Commerce



AuthenTec, Inc.

Enabling The PC Market

- Acer
- Asus
- Synapt
- Targus
- Kensin
- SCM
- KYE
- IBM

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AuthenTec, Inc.

Positioning

Survival Until You're An Overnight Success!

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