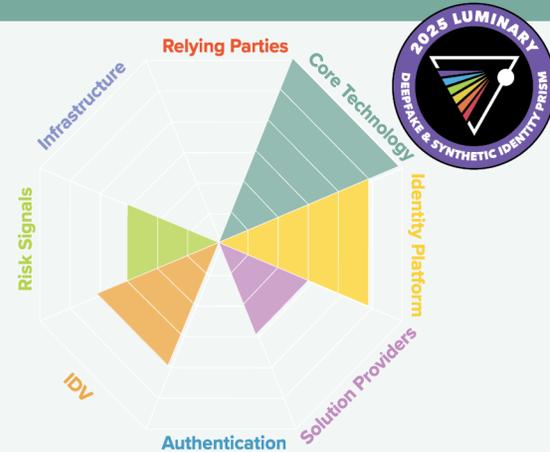




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## BEAM: Core Identity Technology / CLASSIFICATION: Luminary



Aware is synonymous with biometrics; a foundational technology pioneer whose innovations and advancements have guided the identity industry from its law enforcement roots, through the consumer-facing applications of the past decade, to the current critical moment in the evolving AI-powered fraud arms race. Under new executive leadership, the company has refocused its strategy on its greatest historical contributions to the biometrics industry: innovating core identity technology. Having played an integral role in the FBI’s first large-scale fingerprint digitization effort over 30 years ago, Aware’s unique history in forensics positions it as a detective in the era of counterfeit identity elements and synthetic identity. With a science-forward design philosophy and a full portfolio of injection detection, deepfake detection, and active and passive liveness detection algorithms, defending against today’s most insidious identity threats is in Aware’s DNA.

Following the COVID-19 pandemic, as identity verification and strong authentication saw widespread adoption to enable remote and hybrid work models, face swap deepfakes emerged as a key attack vector for one of the largest commercial banks in Brazil, serving approximately 60 million customers globally. Aware met the challenge of detecting and stopping these scalable presentation attacks, which had been emboldened by years of high profile data leaks and a dark web mindshare of fraud techniques.

Equipped with Aware’s suite of passive liveness detection—which measures which measures signals emanating from the face of the subject with the environment to prove human authenticity—and AI-driven deepfake detection that assesses photo and video-based identity elements for signs of manipulation, the Brazilian bank was able to reject and reduce 87% of fraud in its first year of deployment. True to its namesake, Aware unveils the most difficult to detect fraud threats of our era, rendering them harmless.

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