

Voice Commerce launches new web based interface to provide easy access to voice-based authentication

The new API interface to the VoiceTransact™ Trust Centre Network is an industry first

London, 4 November 2009 – Voice Commerce, the innovative financial services group, today announced the launch of its VoiceTransact™ Application Programming Interface (API) that allows organisations to quickly and easily access the company's VoiceTransact™ Trust Centres. This allows organisations, such as banks, telecommunications operators and businesses that require identity and verification, with optional payment processing, to evaluate and verify the benefits to their own customers of using voice-signature authentication. The API enables the Voice Transact Services to be integrated into any business process and during a free two week trial, customers can evaluate the time and cost savings that the use of voice-signature based identity authentication through VoiceTransact™ can bring.

The VoiceTransact™ Trust Centre is Voice Commerce's core operating platform and network that provides voice-based identification, verification and payment services. The Trust Centre stores voice signatures that enable an individual's identity to be validated and authenticated in real time anywhere using any type of telephone device. Not only is it the only trust centre in the world to be fully certified but it is also the only one that is connected to payment and transaction services that enables voice signature enabled consumers to make payments, either for e-commerce or as a mobile payment .

Voice Commerce is offering businesses the opportunity to use the Voice Transact platform and integrate it into their existing business using a two week licence. It does not require any additional investment in systems and the interface is pre-integrated with the VISA, MasterCard and American Express payment networks. As such, VoiceTransact™ customers will be able to rapidly build their own identity and verification or identity verification and payment system into their business using a system that ensures global interoperability standards.

Nick Ogden, CEO of the Voice Commerce Group, said: "Identity security and payment fraud remain two of the biggest concerns facing businesses and consumers today. Our phenomenal success in the past year has already shown that voice-based authentication is now emerging as the new global standard for making secure payment and identity authentication. Our selection as a finalist at the ID World awards in Milan this week, the

Oscars of the Identity Verification Industry, underline the rapidly growing acknowledgement that our Voice Transact network is leading in the creation of industry adoption and standards in the use of voice biometrically based identity, verification and payment systems worldwide. By simplifying access to the VoiceTransact™ Trust Centre and allowing organisations to trial voice-based authentication within their processes for two weeks, Voice Commerce will be able to clearly demonstrate the security, cost and customer service benefits that voice-based authentication brings.”

To access the VoiceTransact API go to: http://www.voicetransact.com/join_us.html