



# Zicom inks distribution pact with Biometric to supply iritech product line for authentication market in India

**Z**icom Electronic Security Systems Limited, India's leading electronic and cloud based security solution provider announces that it has entered into a distributor agreement with Bengaluru based Biometric Technology Pvt. Ltd., a company engaged in research and development and manufacture of products, equipment, accessories, spare parts and software based on iris recognition algorithm of IriTECH USA. IriTECH, Inc headquartered in Fairfax, VA (USA) offers superior iris identification technology and products.

Under the Agreement Zicom will be a Distributor & Solution provider of Biometric's IriShield family of products initially for a period of two years which will be manufactured in India by Biometric under the license from IriTech, Inc. (USA).

Iris recognition is an automated method of biometric identification that uses mathematical pattern-recognition techniques on video images of one or both of the irises of an individual's eyes, whose complex random patterns are unique, stable, and can be seen from some distance. The IRIS based technology is gaining popularity because of its accuracy in authentication process. As per study conducted by UIDAI Iris based authentication is both more inclusive and more accurate than fingerprint (99.2% accuracy with Iris in comparison to moderated accuracy of the fingerprints). UIDAI has collected iris images of residents during enrollment under AADHAR and successfully leveraged iris modality for de-duplication.

Need for authentication, access

control and security by Govt and commercial enterprise is driving growth of IRIS market in India. As a first mover advantage, Zicom will focus on the following main verticals to market its Iris based products & solutions:

Customer	Application
Government-UIDAI and NPR Projects	Govt schemes for providing G2C services i.e eDistricts, NREGA, SSA, NRHM, DBT, JanDhan and other schemes of financial inclusion
BFSI	Biometric ATM Biometric PoS
Telecom Sector	To identify all the customer of the Telecom provider under Ekyc
Homeland Security	AFIS- Police Criminal Record, Border Security Immigration Check

Zicom will also interact with various market intermediaries to develop systems and solutions based on Iris based products and offer the same to customers as system integrators, solution provider or service provider under its brand name. Zicom has successfully executed the first pilot order for supply of 6100 nos of Iris based Biometric Device for Public Distribution System (PDS) for Andhra Pradesh Govt through Andhra Pradesh Technology Service Ltd and also received LOI for additional 16800 devices.

Announcing the association Mr. Pramoud Rao, Managing Director of Zicom Electronic Security Systems Limited stated, "This alliance will help Zicom to launch Iris technology based products & solutions to upcoming authentication market in India. With various Government and Business verticals adopting AADHAR as a primary means of identifying residence,

processes such as eKYC, AADHAR enabled payment system, and AADHAR enabled biometric attendance system will use these products to prove the identity of the user/beneficiary. This alliance will help both companies to

reach out to Government and corporate customers with our solutions. With the increase in endpoint applications, biometric readers like Iris will enjoy huge uptake as globally Iris & Voice recognition technology are at exception growth phase."

Echoing Mr. Pramoud Rao's remarks, Mr. Binod Mathai, Promoter Managing Director of Biometric said, "We are glad to associate with Zicom, the leader in electronic security industry in completing the first order for Andhra Pradesh government's ambitious drive in using iris technology for Aadhaar Enabled Services. The synergy will enable us increase the outreach to our customer base and enlarge our products' penetration in the market. I am sure that the agreement will lead to a great success for both companies in our quest for offering quality products & latest technology to customers."

Website: [www.zicom.com](http://www.zicom.com)