



Recognise
Your Customer

BPSmart To Integrate Ipsidy's Trusted Biometric Identity Verification Services Into Its Digital Assistant ChatBot Platform

May 10, 2021

LONG BEACH, NY and LIMA PERU, May 10, 2021 (GLOBE NEWSWIRE) — Ipsidy Inc. (authid.ai) [OTCQB: IDTY], a leading provider of an [identity as a Service](#) (IDaaS) platform delivering a suite of secure, mobile, biometric identity verification and authentication solutions, and BPSmart, an innovative technology provider servicing the North American and Latin American markets, announced that BPSmart will deploy Ipsidy's biometric identity verification services to verify each customer's identity when interacting with their AI-Powered Chat-based Digital Assistant Platform. Intelligent chatbot applications perform online sales, customer and technical support conversations via text or text-to-speech, in lieu of providing direct contact with a live human. Increased consumer demand for seamless self-service as well as the benefits of reduced operational costs and quicker customer query resolution, is accelerating chatbot adoption across the banking, insurance, and lending segments as well as with outsourced customer support providers. With expanded digital services, however, comes increased opportunities for identity fraud and account takeover. To provide the highest levels of security for their digital assistant platform without the fear of fraud, BPSmart will integrate Ipsidy's innovative facial biometric platform services with its chatbot applications. [Proof™ by Ipsidy](#) delivers seamless identity verification with quick mobile identity document capture and tamper check, liveness confirmation and facial biometric matching of a selfie to the credential photo. Proof ensures the person presenting the identity is its legitimate owner and is physically present, thereby increasing trust that the BPSmart chatbot service is supporting the true account owner.

To ensure seamless customer authentication experiences and eliminate outdated and insecure knowledge-based or SMS-based authentication, BPSmart will also deploy Ipsidy's [Verified™](#) cloud-based, biometric multi-factor authentication solution. Rooted to a trusted identity obtained during the Proof process, Verified confirms a customer's identity with a quick selfie when entering a chat-bot session. With the addition of Ipsidy's identity verification and authentication services, BP Smart can help its client portfolio prevent fraud and deliver digital services with the highest level of identity assurance.

"Digital transformation requires trusted identity," said Phillip Kumnick, Chairman and CEO of Ipsidy Inc. "Our identity platform offers innovative solutions that are flexible, fast, and easy to integrate and use. Our support for BPSmart's chatbot applications demonstrates Ipsidy's ability to advance digital transformation efforts without the fear of identity fraud."

"The intelligent digital assistant market is rapidly growing, and verification of an individual's identity creates the basis of a new form of trust, said Julio Mires, CEO of BPSmart. "By adding Ipsidy's identity services to our AI-powered, chatbot platform, BPSmart can help our clients mitigate identity fraud while offering their customers enhanced services with the highest level of identity assurance."

For further information about these exciting new solutions please contact info@bpsmart.ai or sales@ipsidystaging.wpengine.com.

About Ipsidy

Ipsidy Inc. (OTCQB:IDTY) [authid.ai](#), is Digital Identity. Ipsidy's mission is to ensure our customers know the identity of their users with biometric certainty. Our Identity as a Service (IDaaS) platform delivers a suite of secure, mobile, facial biometric identity solutions, available to any vertical, anywhere. Our robust [identity verification](#) and [authentication](#) solutions work great on their own but even better together to help answer everyday questions: Who is applying for a loan? Who is sending money? Who is requesting an account change? Ipsidy is committed to providing seamless, accurate and speedy identity solutions that establish security and trust in today's digital world.

Ipsidy is headquartered in New York and has operating subsidiaries: MultiPay in Colombia, www.multipay.com.co; [Cards Plus](#) in South Africa, www.cardsplus.co.za; Ipsidy Enterprises in the U.K. and Ipsidy Perú S.A.C. Further information on Ipsidy can be found at authid.ai or contact us at sales@ipsidystaging.wpengine.com.

About BPSmart

BPSmart is an innovative technology solutions provider focused on enterprise process management, including AI-driven "smart" sales, accounts-receivable management, and customer service, all with a design to make companies' operational processes in these areas more efficient and cost effective.

BPSmart is headquartered in Lima, Peru and has operating subsidiaries in Bogotá, Colombia and San Francisco, California. Further information on BPSmart can be found at www.bpsmart.ai or contact us at info@bpsmart.ai.

Contacts:

Ipsidy Inc.

Phillip Kumnick, CEO and Chairman phillipkumnick@ipsidystaging.wpengine.com
+1 (516) 274-8700

Matthew Cordis, Director Business Development, Americas matthewcordis@ipsidystaging.wpengine.com

BPSmart

Julio Mires, CEO julio.mires@bpsmart.ai
+511 7447984

Notice Regarding Forward-Looking Statements

Information contained in this announcement may include "forward-looking statements." All statements other than statements of historical facts included herein, including, without limitation, those regarding the financial position, business strategy, plans and objectives of management for future operations of both Ipsidy and its business partners, future service launches with customers, the outcome of pilots and new initiatives and customer pipeline are forward-looking statements. Such forward-looking statements are based on a number of assumptions regarding Ipsidy present and future business strategies, and the environment in which Ipsidy expects to operate in the future, which assumptions may or may not be fulfilled in practice. Implementation of some or all of the new services referred to is subject to regulatory or other third-party approvals. Actual results may vary materially

from the results anticipated by these forward-looking statements as a result of a variety of risk factors, including the risk that implementation, adoption and offering of the service by customers, consumers and others may take longer than anticipated, or may not occur at all; changes in laws, regulations and practices; changes in domestic and international economic and political conditions, the as yet uncertain impact of the Covid-19 pandemic and others. Additional risks may arise with respect to commencing operations in new countries and regions, of which Ipsidy is not fully aware at this time. See the Company's Annual Report Form 10-K for the Fiscal Year ended December 31, 2020 filed at www.sec.gov for other risk factors which investors should consider. These forward-looking statements speak only as to the date of this announcement and cannot be relied upon as a guide to future performance. Ipsidy expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements contained in this announcement to reflect any changes in its expectations with regard thereto or any change in events, conditions or circumstances on which any statement is based.

