

Problem

AuthenTec is the recognized number one semiconductor provider of fingerprint sensors to the global PC, wireless, access control, and automotive markets. Designed to enhance security and convenience for real world applications such as cell phones, laptops, Tablet PC's, memory devices, network password replacement and keyless door entry, AuthenTec offers the broadest array of low-cost and reliable fingerprint sensors available on the market today.

AuthenTec's core value proposition is that their technology reliably images the prints of "anyone, anywhere, anytime" based on their patented TruePrint® technology. TruePrint is the first biometric technology to read several layers below the surface of the skin to capture a person's live or true fingerprint. TruePrint overcomes surface contamination issues such as dirt, oil, and scarring and performs reliably in extreme weather conditions – all factors that can affect the performance of a fingerprint sensor.

The 90's tech bubble spawned the development of viable biometric technology for everyday usage beyond Sci-Fi movies and top-secret government installations. And on September 11, 2001, the broad issue of security became a paramount concern for citizens, businesses and governments alike.

As quickly as these events sent the issue of biometrics security soaring, so did the number of players in the space seeking to gain a foothold with industry

influencers. AuthenTec's challenge was two-fold:

How do we emerge from the hype and grab the attention of key influencers?

How do we differentiate ourselves against well-established competitors?

Solution

AuthenTec engaged Zer0 to 5ive to develop and implement a public relations campaign with two clearly defined goals: educate numerous audiences (design engineers, OEMs, VARs, channel partners, corporations, end-users, media AND analysts!) about biometrics and its varying applications, and secondly, position AuthenTec as the leader in the fingerprint biometrics space.

The Zer0 to 5ive team initiated a two-day roundtable strategy session with C-level executives from AuthenTec to achieve several fundamental objectives:

- Build consensus on business objectives
- Identify market opportunities and challenges
- Define corporate brand positioning
- Develop supplemental messaging per target audience group

Zer0 to 5ive then conducted a thorough perception audit of AuthenTec's top competitors to determine specifically where AuthenTec needed to gain visibility with industry influencers and how best to leverage the Company's key points of differentiation.

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At a tactical level, Zer0 to 5ive used creative media outreach to trade and national media, analyst briefings, tradeshow support, web casts, consumer surveys and collateral development, to build awareness for the AuthenTec brand and its differentiating technology, TruePrint.

Benefit

Today, key media and industry analysts recognize AuthenTec as the world's number one provider of fingerprint biometrics. Creative pitch angles, opportunistic outreach, hard news, and in-person briefings with editors and analysts, have resulted in cover stories in *Wireless Systems Design* and *EDN* magazines, as well as company profiles, product reviews, technology exposes and coverage in:

- trade publications such as *Electronic Business*, *EE Times*, *eWeek*, *Information Week*, *Network World*, *PC Magazine*, *RCR Wireless News*, *Secure Computing*, *Wireless Week*, *ZDNet*.
- national publications and news outlets such as *ABC News*, *Business Week*, *Entrepreneur Magazine*, *Fast Company*, *Forbes*, *Investors Business Daily*, *Red Herring*, *The Wall Street Journal*, *UPI*.
- AuthenTec's sales and marketing teams were able to leverage the Company's positive coverage during efforts to secure clients such as Analog Devices, Computer Associates, Delphi, IBM, Microsoft, Samsung, Targus and Texas Instruments.

Measurable Impact

In Q3, 2004, AuthenTec closed its fourth-round of funding for \$15 million which was led by The Carlyle Group. The Company's previous investors such as Sierra Ventures, Texas Instruments, and Harris Venture First also participated in the round which brings the total investment AuthenTec has raised to more than \$63 million.

Coverage of AuthenTec's funding rounds has appeared in major venture capital and finance publications such as:

- *The Deal*, *Private Equity Week*, *Silicon Valley Business Ink*, *CBS Market Watch*, *Business Week*, *The Wall Street Journal*, *The Financial Times*, *VentureReporter*, *CNET*, and *Investor's Business Daily*.

Additionally, AuthenTec's FingerLoc and EntrePad products have received numerous industry awards from editors, magazine readers, associations, and analyst firms, including:

"The Best of 2002" product award from *SC Magazine*; "Product of the Year" awards from *BiometriTech* and *Electronic Business*; a "Reader's Choice Award" from *Wireless Systems Design*; a "2003 Market Leadership Award" from *Frost & Sullivan*; the "AlwaysOn Top 100 List" in 2004; and a 2004 *Fast Company* "Fast 50 Award".

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