

## FIDO Alliance Members Introduce FIDO Authen Mobile World Congress 2014

FIDO Ready™ Products and Services Define Strong Authentication that is More Secure,

Private and Easier-to-use than Passwords and PINs

*Mountain View, Calif., MMC 2014 – Barcelona – February 6, 2014* - The FIDO (Fast Identity Online) Alliance (<http://www.fidoalliance.org>), an industry consortium revolutionizing online authentication with open standards for strong authentication, today announced plans for Mobile World Congress (MMC) taking place in Barcelona, Spain from February 24-27, 2014. FIDO Alliance members will demonstrate FIDO Ready™ products that illustrate how universal strong authentication can establish trust and contribute to mobile and online expansion of services and secure user transactions. FIDO authentication equips users of online, cloud, and mobile applications to access sites and services and confirm transactions with better authentication that is more secure, private, and easier-to-use than passwords and PINs. "At Mobile World Congress, FIDO Alliance members will engage the global mobile community in our important quest for universal strong authentication. Like the Internet, the mobile industry is limited until strong authentication standards are ubiquitous. Trust is foundational to mobile markets – mobile users who can trust that the products and services they use are secure and private will organically push markets for more," said Michael Barrett, president of the FIDO Alliance. "With FIDO authentication, mobile services and products become easier to use with authentication that is simple, yet more secure and private than passwords and PINs."

### Meet the FIDO Alliance at Mobile World Congress 2014

#### *Speaking Events:*

- *Tuesday, February 25 from 11:00 am-2:30 pm, Room OC 1.1* – The GSMA will host the Personal Data Seminar, sharing the latest developments in the digital identity