

FOR IMMEDIATE RELEASE

**TECHNOLOGY COMMUNITY FORMS INFORMATION CARD FOUNDATION
TO SIMPLIFY SECURE ON-LINE DIGITAL IDENTITY**

June 24, 2008 – Australia, Canada, France, Germany, India, Sri Lanka, United Kingdom, United States – An array of prominent names in the high-technology community today announced the formation of a non-profit foundation, [The Information Card Foundation](#), to advance a simpler, more secure and more open digital identity on the Internet, increasing user control over their personal information while enabling mutually beneficial digital relationships between people and businesses.

Led by Equifax, Google, Microsoft, Novell, Oracle, and PayPal, plus nine leaders in the technology community, the group established the Information Card Foundation (ICF) to promote the rapid build-out and adoption of Internet-enabled digital identities using Information Cards.

Information Cards take a familiar off-line consumer behavior – using a card to prove identity and provide information – and bring it to the online world. Information Cards are a visual representation of a personal digital identity which can be shared with online entities. Consumers are able to manage the information in their cards, have multiple cards with different levels of detail, and easily select the card they want to use for any given interaction.

“Rather than logging into web sites with usernames and passwords, Information Cards let people ‘click-in’ using a secure digital identity that carries only the specific information needed to enable a transaction,” said Charles Andres, executive director for the Information Card Foundation. “Additionally, businesses will enjoy lower fraud rates, higher affinity with customers, lower risk, and more timely information about their customers and business partners.”

The founding members of the Information Card Foundation represent a wide range of technology, data, and consumer companies. [Equifax](#), [Google](#), [Microsoft](#), [Novell](#), [Oracle](#), and [PayPal](#), are founding members of the Information Card Foundation Board of Directors. Individuals also serving on the board include ICF Chairman Paul Trevithick of [Parity](#), Patrick Harding of [Ping Identity](#), Mary Ruddy of [Meristic](#), [Ben Laurie](#), Andrew Hodgkinson of Novell, [Drummond Reed](#), Pamela Dingle of the [Pamela Project](#), Axel Nennker, and [Kim Cameron](#) of Microsoft.

“The creation of the ICF is a welcome development,” said Jamie Lewis, CEO and research chair of [Burton Group](#). “As a third party, the ICF can drive the development of Information Card specifications that are independent of vendor implementations. It can also drive vendor-independent branding that advertises compliance with the specifications, and the behind-the-scenes work that real interoperability requires.”

- more -

The Information Card Foundation will support and guide industry efforts to enable the development of an open, trusted and interoperable identity layer for the Internet that maximizes control over personal information by individuals. To do so, the Information Card infrastructure will use existing and emerging data exchange and security protocols, standards and software components.

Businesses and organizations that supply or consume personal information will benefit from joining the Information Card Foundation to improve their trusted relationships with their users. This includes financial institutions, retailers, educational and government institutions, healthcare providers, retail providers, travel, entertainment, and social networks.

The Information Card Foundation will hold interoperability events to improve consistency on the web for people using and managing their Information Cards. The ICF will also promote consistent industry branding that represents interoperability of Information Cards and related components, and will promote identity policies that protect user information. This branding and policy development is designed to give all Internet users confidence that they can exert greater control over personal information released to specific trusted providers through the use of Information Cards.

"Liberty Alliance salutes the open industry oversight of Information Card interoperability that the formation of ICF signifies," said Brett McDowell, executive director, [Liberty Alliance](#). "Our shared goal is to deliver a ubiquitous, interoperable, privacy-respecting federated identity layer as a means to seamless, secure online transactions over network infrastructure. We look forward to exploring with ICF the expansion of the Liberty Alliance Interoperable(tm) testing program to include Information Card interoperability as well as utilization of the Identity Assurance Framework across Information Card deployments."

As part of its affiliations with other organizations, The Information Card Foundation has applied to be a working group of Identity Commons, a community-driven organization promoting the creation of an open identity layer for the Internet while encouraging the development of healthy, interoperable communities.

Additional founding members are [Arcot Systems](#), [Aristotle](#), [A.T.E. Software](#), [BackgroundChecks.com](#), [CORISECIO](#), [FuGen Solutions](#), the [Fraunhofer Institute](#), [Fun Communications](#), [Gemalto](#), [IDology](#), [IPcommerce](#), the [Liberty Alliance](#), [ooTao](#), [Parity](#), [Ping Identity](#), [Privo](#), [Wave Systems](#), and [WSO2](#).

Further information about the Information Card Foundation can be found at www.informationcard.net.

Media Contact:

John Fitzsimmons

781-223-5833

johnfitzsimmons4@hotmail.com