Avoco Secure
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Online Identity

Avoco Secure announces today that Jim Conning the former MD of Experian's UK Identity and Fraud division, has joined the company as an advisor.

London, Uk — 28 May 2012 — Avoco Secure (www.avocosecure.com), the owner of the only consumer-citizen Identity Provider platform to have been deployed that meets the UK and US Government ID assurance requirements, is pleased to announce that Jim Conning has joined Avoco to advise the company to capitalize on its very significant success.

"Jim Conning is an inspirational, incisive and highly dynamic person, who is a visionary with technological prowess and an exemplary track record; driving strategic growth, innovative solutions and corporate profit for global leaders" **said Gerry O'Brien, CEO, Avoco Secure.** "His vision and understanding of the identity and fraud global market will help Avoco to build on its leadership in the consumer identity sector."

 "Avoco Secure's ground breaking achievements are game changing which is the reason why I partnered with Avoco when I was with Experian and am now working with the company," **said Jim Conning, former MD of Experian's UK Identity and Fraud division.** "I recognize the lead they have in the market and the huge potential their technologies have to deliver significant components that are essential for the successful delivery of online government and commercial services globally. Avoco's innovative approach is the key to provide the user-centric and privacy enabled UK Government Identity assurance services that not only our government needs but also governments across the world."

The Avoco IDP is both user-centric and privacy enabled. Underpinning the capability to scale and handle large volumes of transactions is an architecture that incorporates much of what has been learnt from social networking systems that have the ability to handle a

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billion identities. This avoids the limiting factors, that are prevalent in Enterprise identity systems,

which have been adapted to try and deliver consumer mass market identity. Avoco offer several variants of Identity Provider Platforms. Each enables you to issue and manage online digital identities which are user centric, privacy enabled, simple to deploy in the cloud, or a local network, totally customisable and scalable to millions of users. Information Card (WS- Trust), Saml and OpenID digital identities are all supported by Avoco identity services. These services are based on an attribute/claims based architecture. The issued identities can be used with many types of credential including social network federated login, digital certificates, Mobile phone SMS text, username and password, etc. A service to issue and manage online digital identities that can then be used to access online services, secure documents and sign HTML web forms.

Avoco Secure is an innovation company whose areas of focus are solutions for cloud identity, security, and privacy. Using an Avoco identity, you can access online services from iPads, mobile phones, PCs etc. in a simple, secure and easy to use way. Users can seamlessly log in and send data to online services. This is done in a secure manner that both mirrors and extends their everyday experience with social networks and webmail. Avoco solutions are user centric, enhanced by security and incorporate privacy by design.

Avoco Identity Government demos can be viewed at:
http://www.youtube.com/watch?v=_CKDLPFvQdM&feature=youtu.be
http://www.youtube.com/watch?v=e4UqLGnxDTk&feature=related
http://www.youtube.com/watch?v=L7uV5a8OLj8&feature=related

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