Contact: Liz Rietz
Liz@minteye.com
310.770.5115

minteye Introduces the First Cross Platform, No-Type CAPTCHA Solution

Only CAPTCHA Enabled for Mobile Devices; Offers Free Service To New Customers

New York, NY & Tel Aviv, Israel – **minteye** (**www.minteye.com**) today announced its product, SLIDING CAPTCHA, the first ever security and advertising cross platform that replaces hard-to-read, type-in CAPTCHA with a visual, branded message solved without typing. **minteye's** CAPTCHA solution offers an enhanced, enjoyable user experience; connects consumers with a brand; generates new advertising revenue for site owners and delivers increased security for Web interactions.

Solved with one slide of a mouse or finger, **minteye's** image-based puzzle quickly transforms a distorted image into an engaging advertisement and authenticates the user simultaneously. This innovative, non-typing design mimics natural hand movement and functions on any device with a touchscreen including smartphones and tablets. Ideal for advertisers who target mobile users, **minteye** enables advertisers to effectively connect with consumers on-the-go.

With simple integration into any browser, site owners have the flexibility to sign up for a free security service only or to monetize their CAPTCHA to increase user engagement and improve conversion rates. **minteye** enables further personalization of its SLIDING CAPTCHA to include additional features such as a Facebook "Like" button for further brand engagement.

In response to the challenge of monetizing digital content today, **minteye** created its SLIDING CAPTCHA solution to transform non-revenue content into a new advertising medium. SLIDING CAPTCHA captivates the consumer's attention with an interactive experience, so he or she

becomes actively involved with the brand. Because the user is more engaged with the message, the SLIDING CAPTCHA Click-Through-Rate (CTR) is 20 times higher than traditional banner advertising. With a proven CTR of 1 – 3%, SLIDING CAPTCHA overcomes online advertising blindness and delivers a higher return on investment. This solution supports IAB standard ads and ensures efficient delivery of ads to human customers instead of spam bots. **minteye's** unique approach allows advertisers to pay only for real user engagement, each slide or click to the target site, which maximizes every advertising dollar spent.

 "Since there are more than 280,000,000 CAPTCHAs solved every day, we uncovered a unique opportunity to leverage CAPTCHA technology to convert a non-revenue site mechanism into a monetization event. SLIDING CAPTCHA increases ad conversions and reduces bounce rates without compromising security," said Gadi Hadar, CEO of **minteye**. "Built with a cross technology platform, SLIDING CAPTCHA alleviates user frustration with hard-to-decipher CAPTCHA especially for mobile users. At the same time, we've unlocked a new way for mobile marketers to reach consumers."

Site owners can sign up for free to receive enhanced site security or join **minteye's** advertising network. For a product demo of SLIDING CAPTCHA, visit **http://demo.minteye.com**. For more information on **minteye**, visit **www.minteye.com** or contact 800-347-3955.

About **minteye**

Based in Tel Aviv and New York, **minteye** is one of the first companies to combine CAPTCHA security technology with advertising to deliver a replacement solution to hard-to-read, type-in CAPTCHA. **minteye** offers complete multi-language CAPTCHA solutions to engage the audience with active, natural and powerful advertising encounters. **minteye** creates profits from Internet CAPTCHA security for site owners and developers. Since its inception, **minteye** has delivered over 179 million CAPTCHAs to customers world wide.