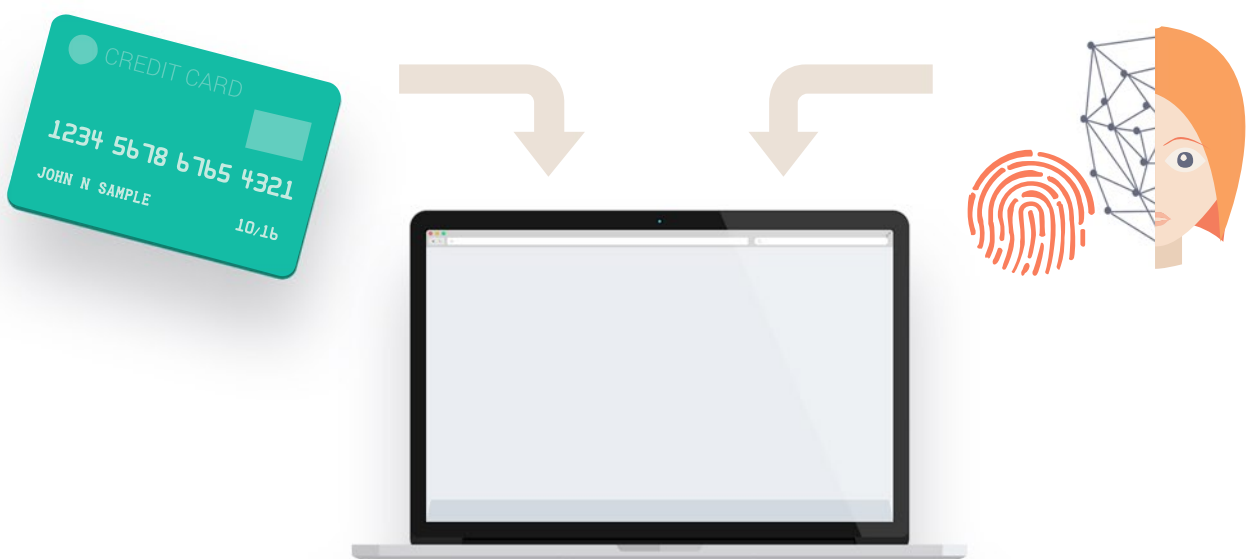# TYPING-FREE
CHECK-OUTS
BY BIOMIO

PROBLEM:

E-commerce merchants face **68.53%** cart abandonment rates stemming from forgotten passwords or cumbersome payment processes.

SOLUTION:

Biomio's "typing-free" check-outs utilize Biomio password-less multi-factor authentication engine™ to identify and authenticate the user, card recognition technology to scan and verify the card, and stored shipping profiles to select from, resulting in super-quick, typing-free checkout experience.

ADDED BENEFITS:

PCI DSS and Visa and Mastercard guidelines are putting pressure on e-merchants to take extra measures in securing the logins and keeping customer data separately from the transaction data. Biomio assists e-merchants with compliance issues and may qualify clients for "card present" credit card rates.
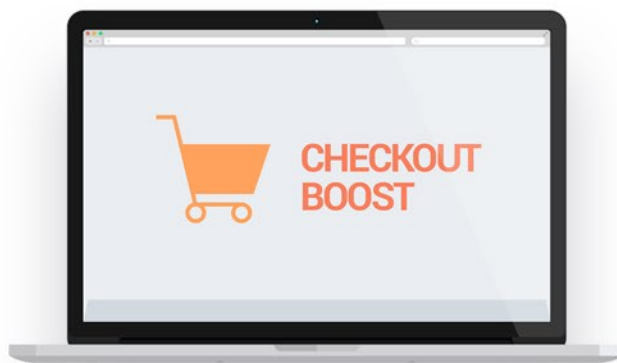
[1] http://baymard.com/lists/cart-abandonment-rate - 68.53% — average documented online shopping cart abandonment rate
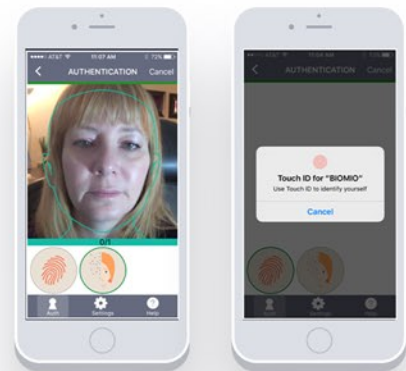
HOW IT WORKS

STEP 1
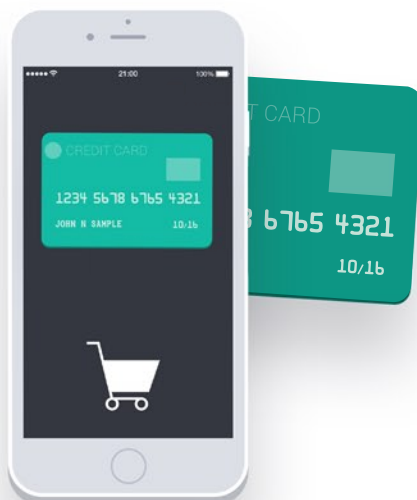
Customer chooses "Quick Checkout" option

STEP 2

They login using the Biomio authentication app on their phone. No password. The app recognizes who they are by reading their face and verifies via

STEP 3

A credit card scan is triggered. The user pulls out and holds up their business card, which is scanned by the same app and the credit card numbers are transferred back to the merchant.

STEP 4

Customer selects the shipping address.

STEP 5

Merchant processes the transaction