

BIOMETRIC DIGITAL IDENTITY GOVERNMENT SERVICES PRISM REPORT

2024 – PREVIEW EDITION

A new paradigm for the emerging
digital identity ecosystem.

the-prism-project.com

Why Sponsor the Government Services Prism Report

The Biometric Digital Identity Government Services Prism Report is a market landscape framework presented by The Prism Project—a collaborative, living research program from Acuity Market Intelligence. This is the preview version of the full report, which will include an analysis of the key trends and drivers in the market, critical challenges and opportunities, market forecasts, identification of the highest pain-point problems facing the industry, vendor evaluations for players in the biometric digital identity for government services space, and use cases from leading vendors solving some of the most challenging identity-based problems in government services. Our aim is to help influencers and decision makers understand, innovate, and implement digital identity technologies in government services.

Sharing Our Prismatic Vision

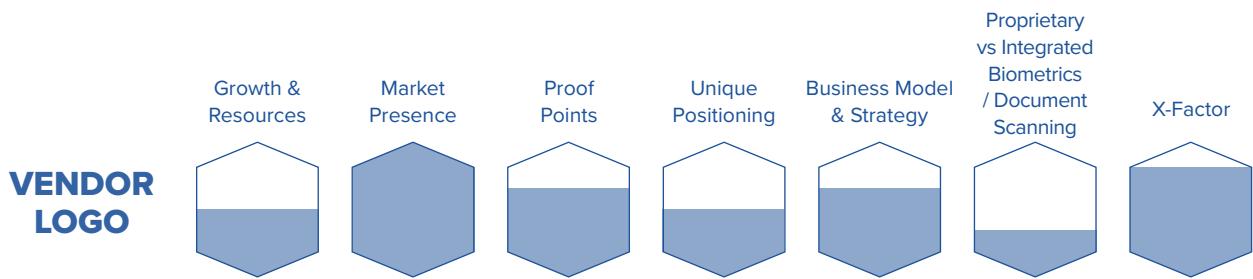
In winter of 2023, Acuity, along with collaborator Peter Counter, then Editor and Chief of FindBiometrics, debuted a proof-of-concept industry landscape called “The Biometric Digital Identity Prism.” It instantly became the most shared asset in our history, receiving over 50,000 impressions within weeks. We developed that proof-of-concept into a robust Biometric Digital Identity Prism Report—launched in September 2023—which now serves as the foundation for ongoing research and analysis of the biometric digital identity marketplace. In January 2024, The Prism Project was launched to leverage the Prism Model as the lens through which we continue to analyze and assess the rapidly evolving biometric digital identity marketplace. This vertical market report focusing on government services is part of this next phase of the Prism, which endeavors to build research connections between end users and identity vendors.

How Vendors Look Through the Prism

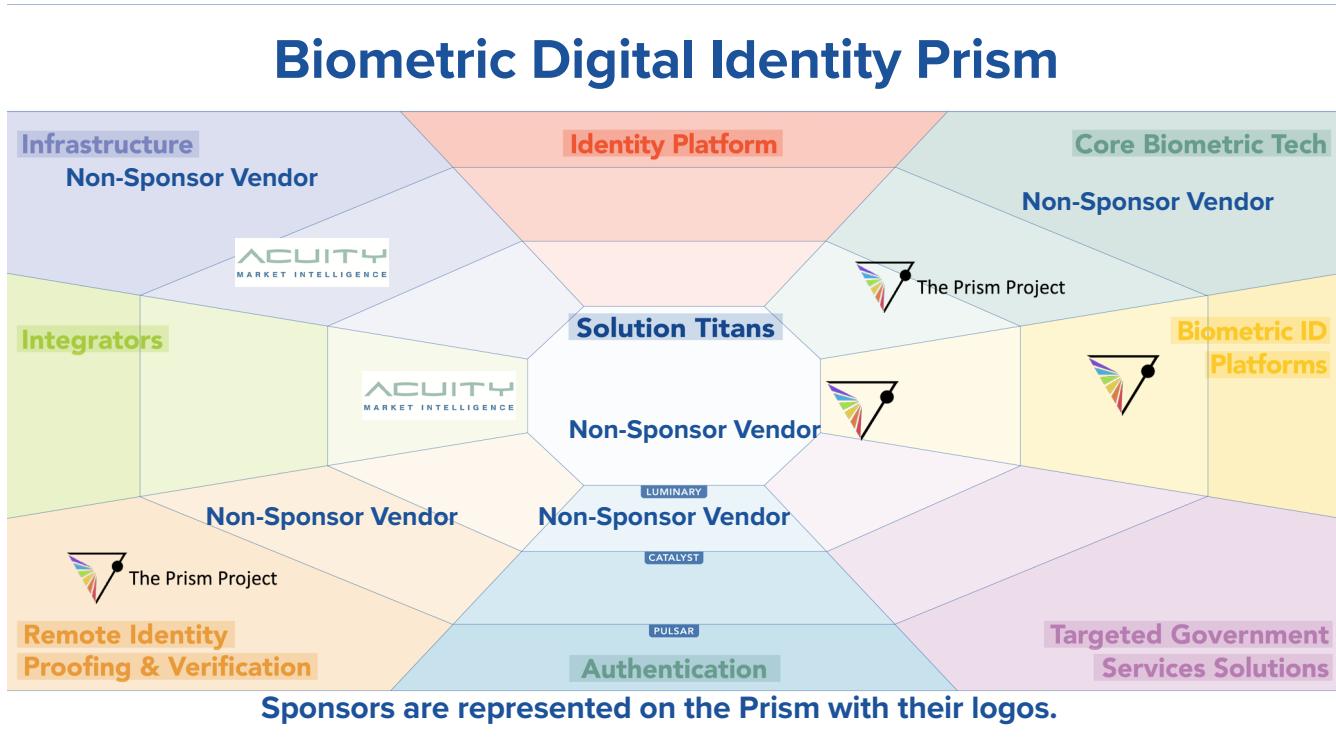
The Biometric Digital Identity Government Services Prism Report will include evaluations of the key vendors in the market (an initial list can be found on page 23 of this document.)

Who Will Read the Government Services Prism Report?

Our audience are the evaluators and decision makers looking for identity solutions in Government Services.



Based on the evaluation, each vendor will be paired with a Prism Evaluation Chart (pictured above), and have its name placed on the Government Services Prism Reference Model.



Standing Out as a Sponsor

In addition to the use cases, custom content, and advertisement opportunities listed on pages 24–26, every sponsor of the Prism Report will have their logo on their Evaluation Report and the Prism Reference Model.

Sponsor Today and Shine Bright in the Biometric Digital Identity Government Services Prism Landscape!

Standing out in the crowded biometric digital identity government services landscape is crucial to success in our dynamic industry.

Sponsorship of the Prism Report does not influence vendor assessments or placement on the Prism Model.

Sponsors benefit from:

- Leadership positioning in biometric digital identity government services marketplace
- Reaching a critical influencer and decision maker audience
- Independent analysis and assessments from trusted industry thought leaders
- Content that can be used for targeted marketing campaigns

Sponsorship space on the Prism Report is limited. Contact us today to secure your spot:

C. Maxine Most – cmaxmost@the-prism-project.com

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Government Services Prism Report Preview

Introduction

Welcome to the **2024 Biometric Digital Identity Government Services Prism Report Preview**—a sneak peek at the third vertical market-focused publication from The Prism Project. Expanding on the findings in the 2023 Biometric Digital Identity Prism, this report collates the various identity industry forces at work in the government services space. The aim is to illuminate the complex and shifting ecosystem that keeps us transacting safely, privately, and conveniently in both the physical and virtual realms.

The Biometric Digital Identity Prism launched in 2023. Using original market research and easy-to-understand language, it serves to inform, educate, and motivate influencers and decision makers seeking identity solutions as they tackle the challenges of wide-scale digitization. A product of industry collaboration and ongoing research, The Prism Project uses a unique, proprietary framework to conceptualize biometric digital identity under the global conditions of digital transformation.

The initial deployment of the Prism framework revealed that the most viable vendors operating in the digital identity space had common traits and interacted in specific ways—cooperatively and competitively—with the brightest stars working together to enable highly orchestrated, secure, and convenient user experiences with baked-in privacy and ethics. The Prism Project distilled these characteristics into evaluation criteria based on a strategic philosophy:

- Digital identity belongs to the user it describes.
- True ID empowerment relies on government systems of record.
- Identity must be consistently and continuously orchestrated to remain secure.
- Biometrics must be at the core of any sustainable digital identity ecosystem.

On a fundamental level, government services fits perfectly within this Prismatic paradigm. The government sector plays a foundational role in establishing and validating citizen identities, making it both an integral piece of the biometric digital identity landscape and also a major market for vendors. Taking advantage of mobile biometrics, liveness detection, document validation, and trusted government records, digitized citizen identity has the potential to

Government Services Relying Parties:

- Federal Governments
- State Governments
- Municipal Governments

Government Services Key Use Cases:

- Civil ID
- Elections
- Passports and Visas
- Border Control
- Immigration
- Military
- Law Enforcement
- Internal Administration

serve as the core identity form factor for users as they transact across all physical and digital spaces.

The government sector is defined by public participation and (somewhat obviously) politics. This is an area in which educating decision makers about the promise and reality of biometric digital identity is key to widespread adoption and use. Interoperability will also be crucial, as government issued digital IDs will need to be recognized and useable across jurisdictions by a wide range of devices.

As you will see in the full report, the opportunity for biometric digital identity in government services is still largely untapped. A prismatic framework can help spur adoption.

In the full Government Services Prism Report you will find:

- A holistic analysis of the government services industry framed around common pain points and the biometrics solutions that can solve them
- The Prism Identity Hierarchy: a visual representation of the 'biometrics at the core' concept, which is anchored by strong biometric digital identity at the government level
- An original market forecast from Acuity Market Intelligence laying out the opportunity for biometric digital identity in government services
- A government services version of the proprietary Biometric Digital Identity Prism
- Evaluations of vendors operating at the intersection of biometric digital identity and government services
- Case studies demonstrating real biometric digital identity vendors solving challenges for government services relying parties

The result is a vision of government services that puts human beings first. By investing in biometric digital identity solutions like those identified in this document, government services stakeholders will find measurable benefits. But beyond the immediately tangible results, participating in the biometric digital identity ecosystem has a wider, global effect.

My collaborators and I are evangelists of strong identity and believe that the only way to safely move forward in our time of digital transformation is to take human identity seriously. By reading and sharing our vision of a secure, convenient, and

privacy-first future of user-empowered identity, you are participating in the positive change required to level-up government services, increase inclusion, and secure the future of identity all around the world.

Sincerely,

Maxine Most,
Founder
The Prism Project

Executive Summary

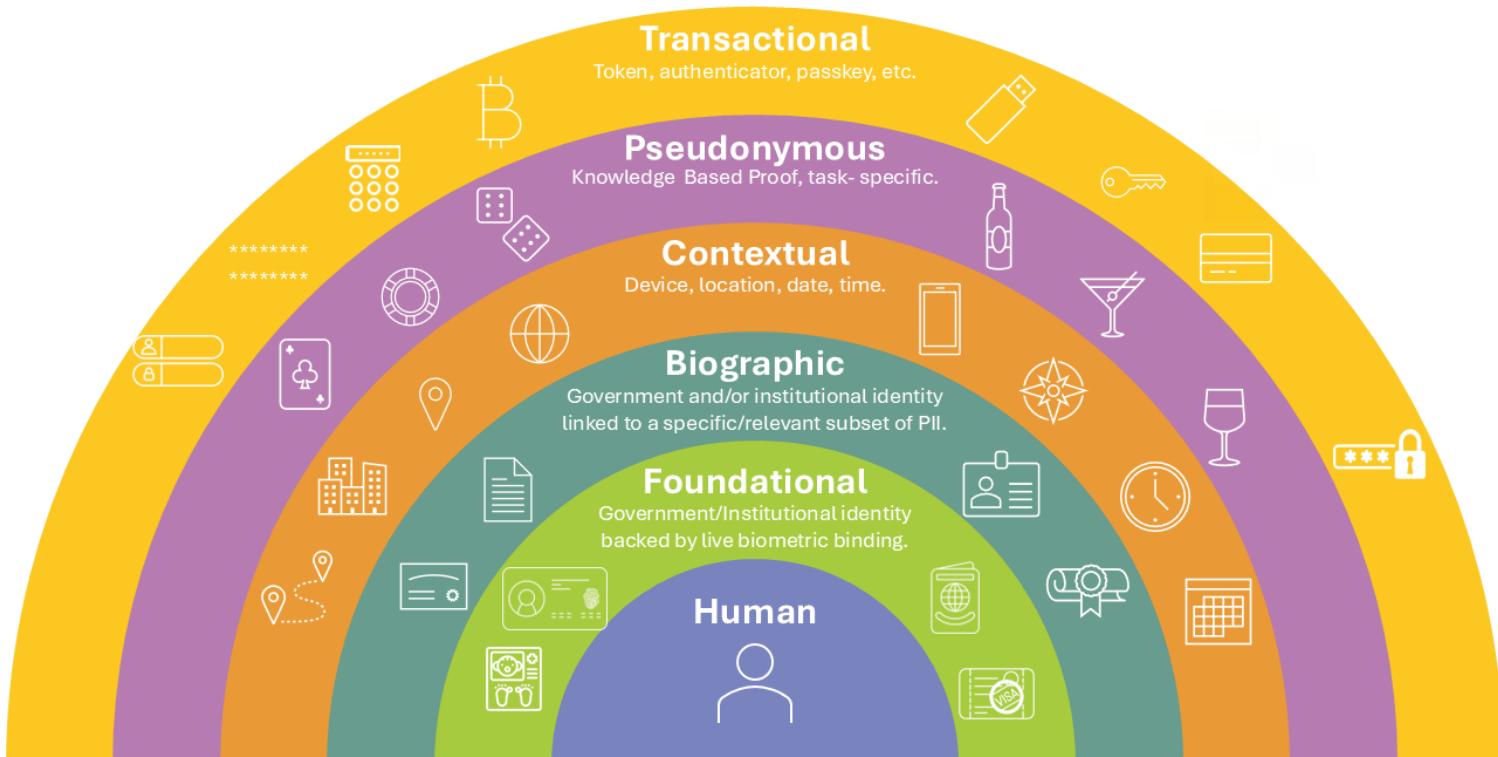
Digital transformation is presenting a series of multifaceted challenges to the global government services market. Biometric digital identity technology brings human beings from the physical world into the digital realm. For government services relying parties that presents an opportunity and a challenge.

In the full Government Services Prism Report, this section will provide a summary of the survey results, research data, vendor evaluations, and government digital identity market analysis that characterizes the sector as a foundational component of our empowered identity-first future.

To help illustrate the various layers of user identity that are enabled by a robust government services biometric digital identity ecosystem, The Prism Project will be unveiling the Prism Identity Hierarchy: a graphic representation of the stratified layers of user identity that can only be realized through the application of 'biometrics at the core' concepts in government services.

This is a preview of the Prism Identity Hierarchy, the complete version, which will provide the groundwork for The Prism Project's government services analysis, will appear in the full report.

The Government Services Prism Report will contain original research and vendor evaluations, while also drawing on third-party insights from established voices in the industry.



Biometric Digital Identity Government Services Prism Report
Executive Summary

How to Read the Prism Report

The Government Services Biometric Digital Identity Prism Report will be divided into six sections:

Digitization in Government Services

The first section collects and analyzes the results of a vertical market focused survey examining how government services stakeholders view biometric digital identity solutions in relation to their digital transformation journeys. **This high-level content is the starting point for the Biometric Digital Identity Government Services Prism.**

The Prism Lens (Challenges and Solutions)

The second section draws on aggregate government services industry research from leading analysts, government organizations, and NGOs, as well as trusted international news sources. It provides a holistic visualization of eight core government services challenges, then breaks them out individually to demonstrate how biometric digital identity can address them. The graphic visualization is supported by further written analysis. **The pain points highlighted in the Prism Lens serve as the basis for the practical applications of biometric digital identity technology profiled later in the report.**

Market Forecasts

The third section presents original proprietary market research from Acuity Market Intelligence, forecasting the global revenue and transaction volumes, broken down by region, for biometric digital identity in government services. **The charts shown in this preview version are simply placeholders and do not represent the research that will be included in the final report.**

The Prism

The fourth section is the proprietary biometric digital identity industry ecosystem framework: The Prism. This version of the Prism is specially focused on the government services industry, depicting the various players that provide the solutions and initiative required to realize an identity-safe future of government. **The Prism is a living research program, subject**

to updates, showing a high-level view of how the biometric digital identity community is working together to fight fraud, improve UX, and empower people.

Evaluations and Case Studies

The fifth section lists the vendors depicted in the Prism framework next to their evaluations. Each vendor is evaluated in relation to the rest of the market and grouped according to its Prism Beam. After each set of evaluations, use cases are presented to demonstrate how the solutions offered by sponsors of this report can address the challenges identified in the Prism Lens section. **The evaluations and case studies demonstrate how biometric digital identity vendors currently operate in the government services sector.**

The Prismatic Future of Government

The sixth and final section will contain strategic guidance and recommendations based on this report's research. It will also contain author information, an overview of The Prism Project, and ways to get involved with future iterations of the Prism. **The conclusion will light your way to the next steps on your digital identity roadmap.**

Each section can be taken on its own, but together they will offer a full picture of the current state of identity in government services and the massive potential for its biometrics-enabled future.

Digital Transformation and Identity in Government Services

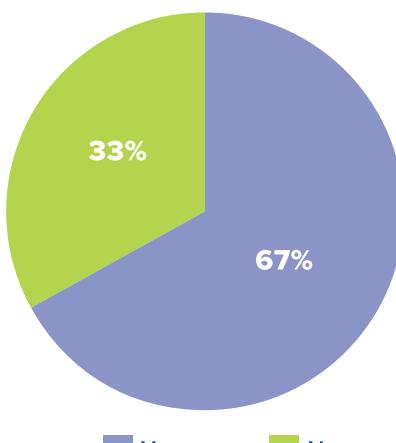
The Prism Project emerged from survey data comparing how biometric digital identity vendors' perception about identity's role in digital transformation lined up with the experience and views of end users in vertical markets. Enhancing customer service, reducing fraud, and creating operational efficiency were identified as main adoption priorities in both segments, and data showed a prevailing support of converged physical and digital access. At large, we found biometric digital identity was moving from a paradigm of application-based point solutions to a holistic concept based on human users navigating digital spaces with a single ID.

For 2024, we directly surveyed government services professionals with digital identity expertise.

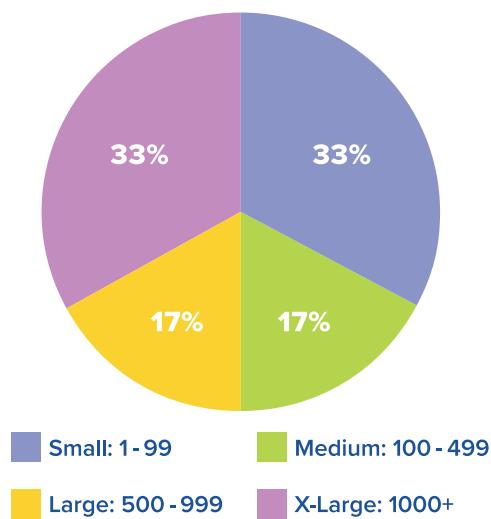
Survey Scope

These sample charts are placeholders and do not represent our findings for the government services sector. Download the full Government Services Prism Report for our findings.

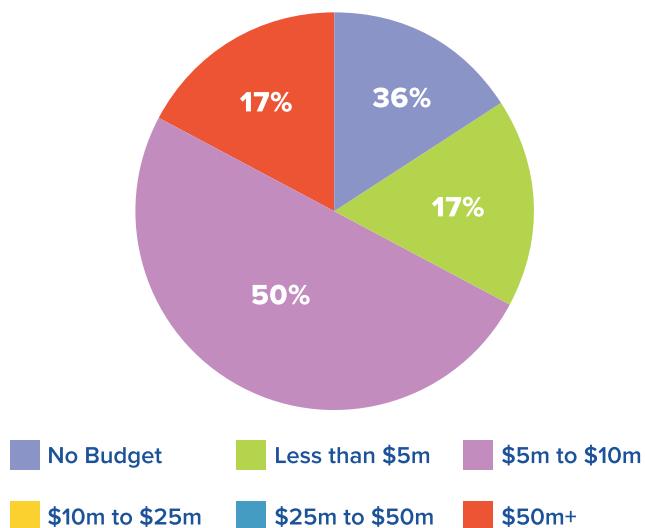
Are you actively seeking or deploying digital identity solutions?



How big is your organization?



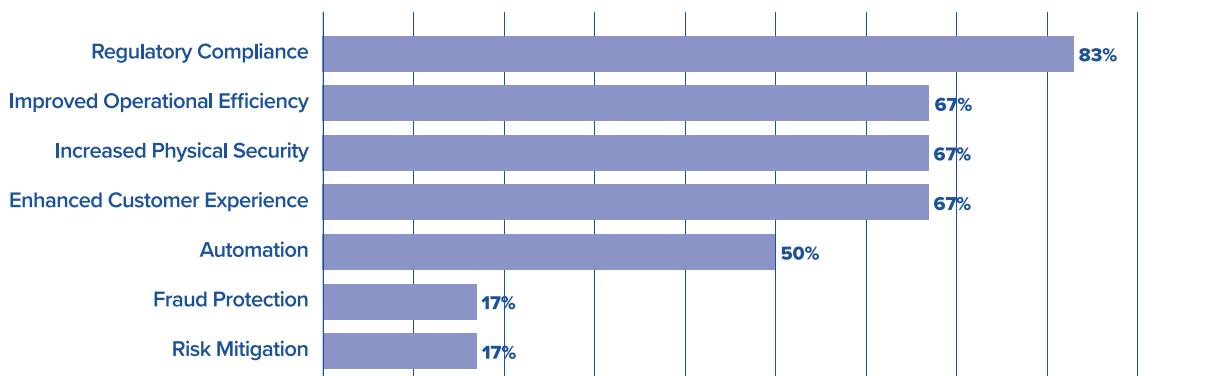
What is your approximate budget (in USD) for digital transformation projects for 2024 and 2025?



Motivation and Expectation

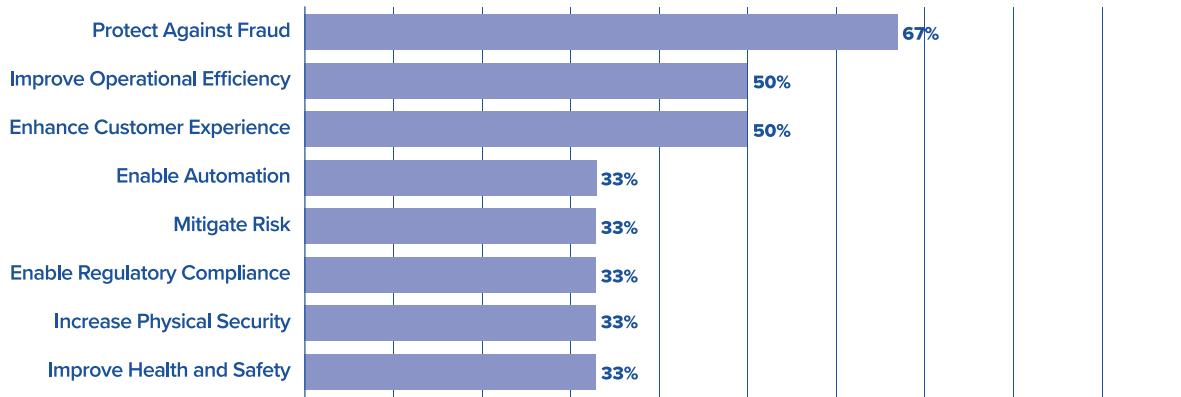
These sample charts are placeholders and do not represent our findings for the government services sector. Download the full Government Services Prism Report for our findings.

Which benefits of digital transformation motivate your organization to adopt new digital technologies?



These sample charts are placeholders and do not represent our findings for the government services sector. Download the full Government Services Prism Report for our findings.

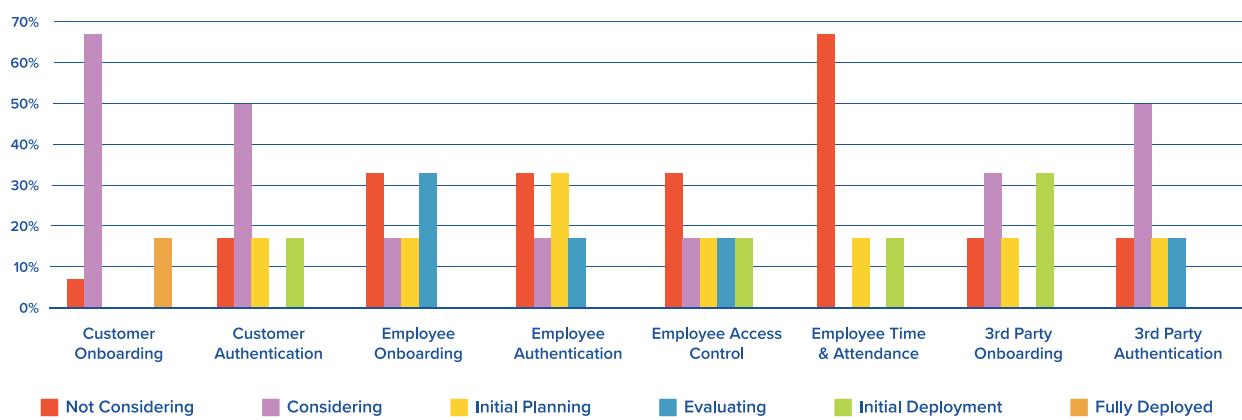
Mostly confident that digital identity solutions can:



Priorities and Obstacles

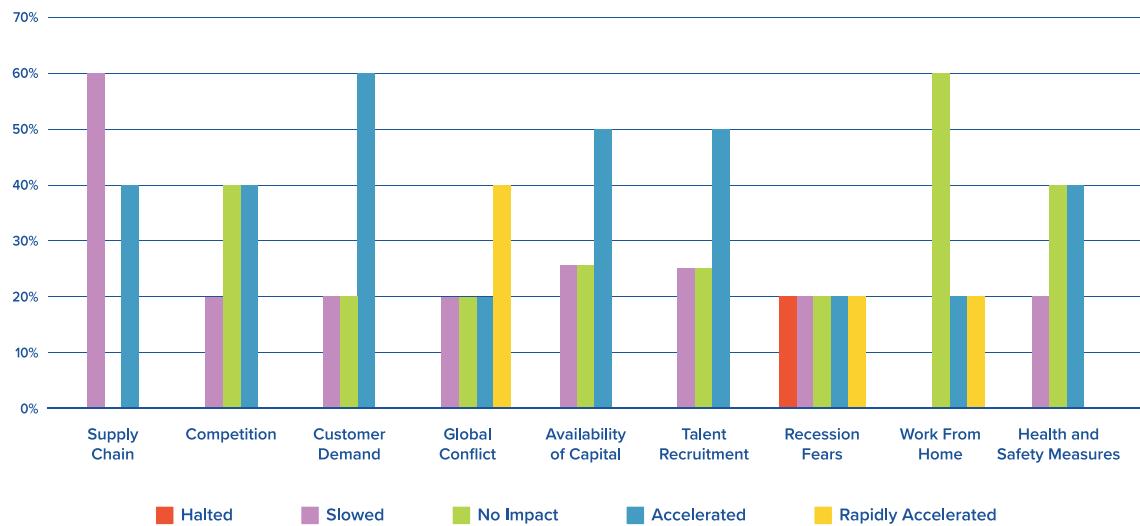
These sample charts are placeholders and do not represent our findings for the government services sector. Download the full Government Services Prism Report for our findings.

Where would you place the following processes on your digitization roadmaps?

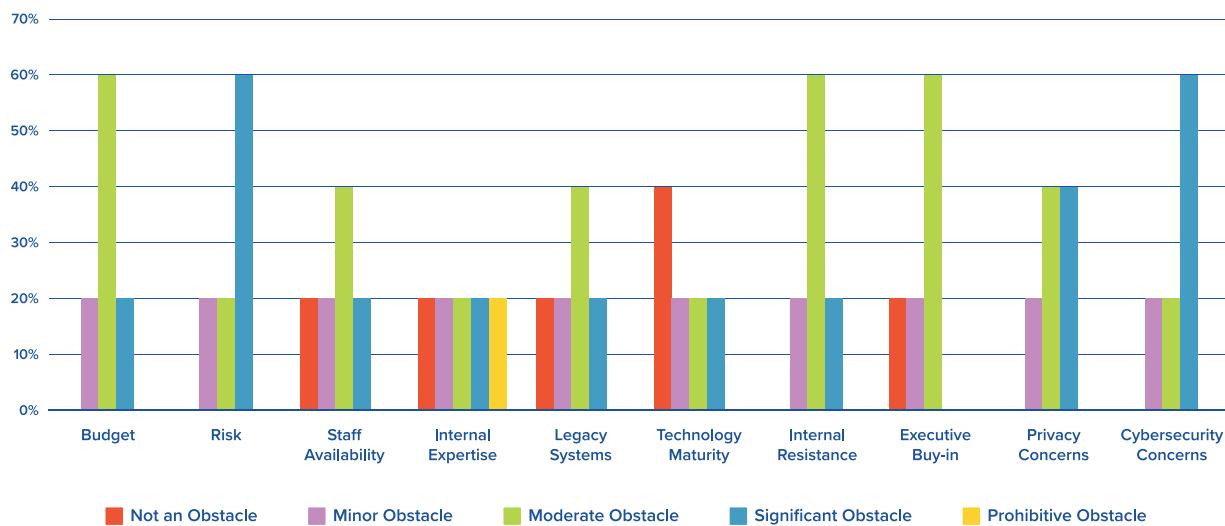


These sample charts are placeholders and do not represent our findings for the government services sector. Download the full Government Services Prism Report for our findings.

How are global factors impacting your digital transformation?

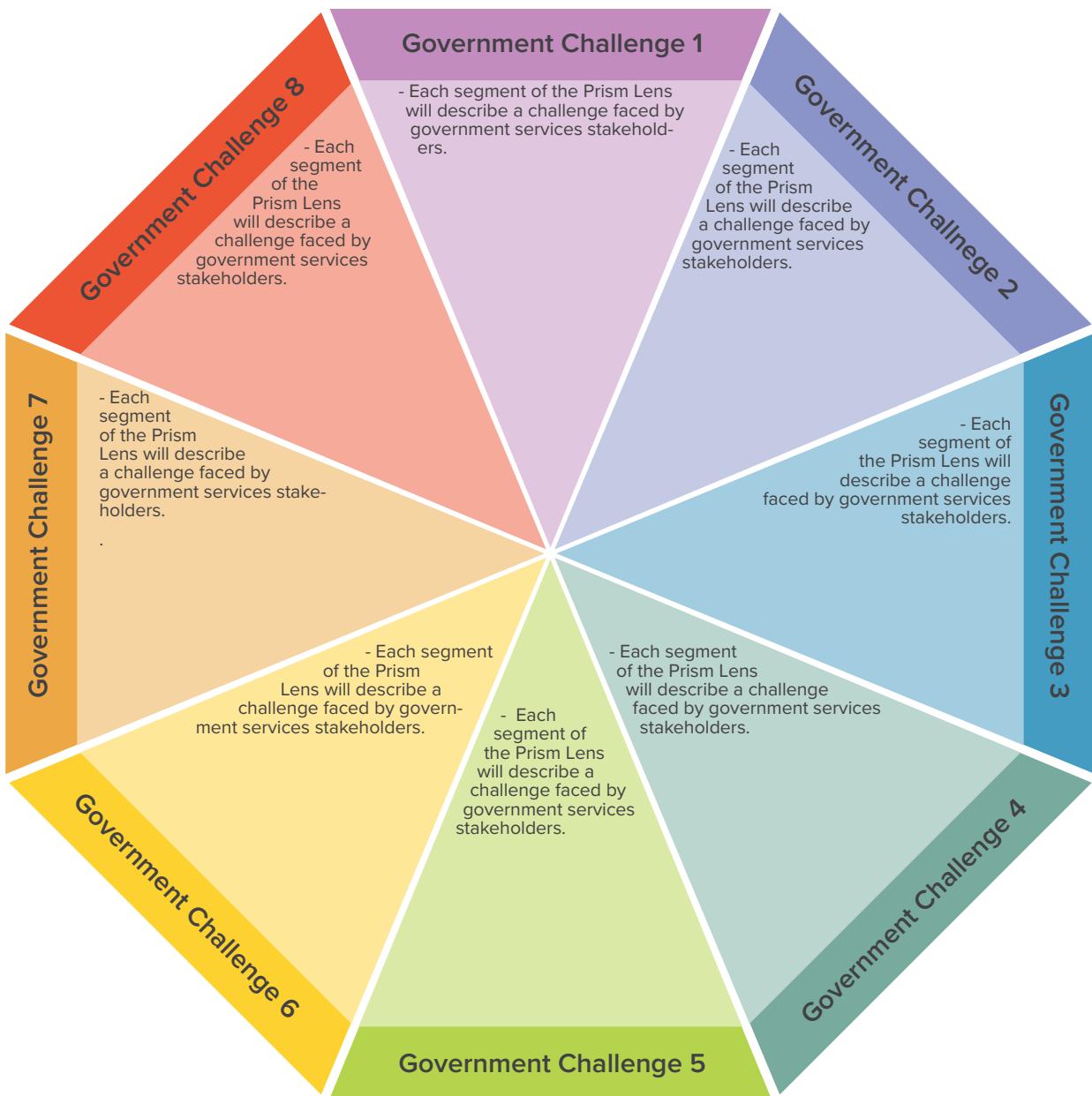


How severe are the following obstacles to your digital transformation roadmap?



Viewing Challenges Through the Prism Lens

To understand how the broad benefits of biometric digital identity can be applied to government services, we use the **Prism Lens**. Each segment of this octagon represents one significant challenge for the market. By understanding these challenges holistically through the Prism Lens, we can see common obstacles on the path to achieving a biometrically enabled future of government services.



Biometric Solutions

Biometric digital identity solutions can be applied to each segment of the **Prism Lens** to address the digital transformation challenges faced by government services stakeholders.

Biometric Solution 1

- Biometric digital identity solutions can solve the challenges in each Prism Lens Segment.
- This page will present the biometric digital identity solutions to the challenges faced by government services stakeholders.

Biometric Solution 2

- Biometric digital identity solutions can solve the challenges in each Prism Lens Segment.
- This page will present the biometric digital identity solutions to the challenges faced by government services stakeholders.

Biometric Solution 3

- Biometric digital identity solutions can solve the challenges in each Prism Lens Segment.
- This page will present the biometric digital identity solutions to the challenges faced by government services stakeholders.

Biometric Solution 4

- Biometric digital identity solutions can solve the challenges in each Prism Lens Segment.
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Biometric Solution 5

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Biometric Solution 6

- Biometric digital identity solutions can solve the challenges in each Prism Lens Segment.
- This page will present the biometric digital identity solutions to the challenges faced by government services stakeholders.

Biometric Solution 7

- Biometric digital identity solutions can solve the challenges in each Prism Lens Segment.
- This page will present the biometric digital identity solutions to the challenges faced by government services stakeholders.

Biometric Solution 8

- Biometric digital identity solutions can solve the challenges in each Prism Lens Segment.
- This page will present the biometric digital identity solutions to the challenges faced by government services stakeholders.

The Biometric Digital Identity Government Services Market Forecasts

In addition to focusing our novel framework on the vertical market landscape, the Government Services Prism Report will include original market research: proprietary forecasts for the Total Addressable Market (TAM) and five-year annual forecasts for revenue and transaction volumes from Acuity Market Intelligence. Charts and tables for the total global market and individual regions – APAC, Europe, LATAM, MEA, and North America – will be included in the full report.

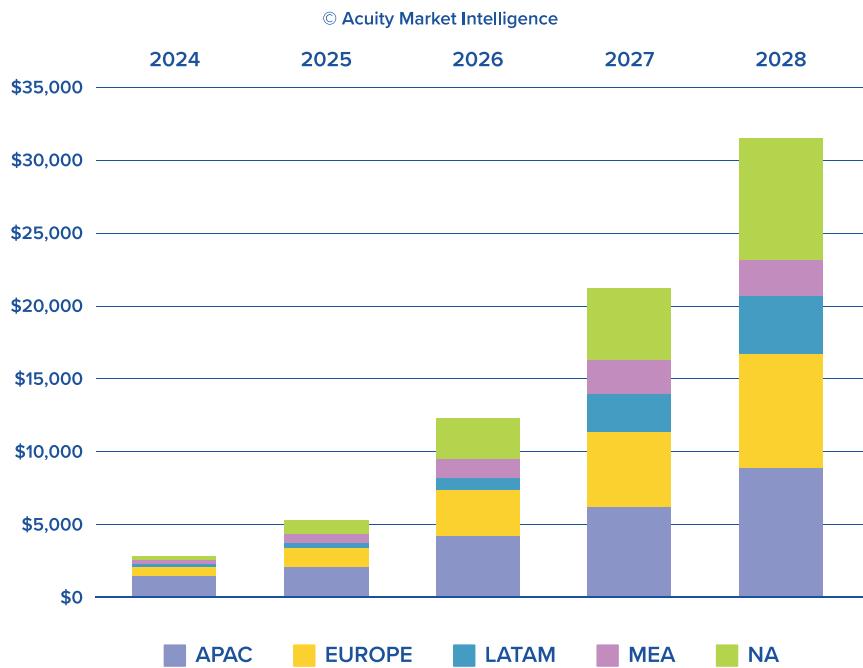
Interactive spreadsheets will also be available for purchase via direct inquiry.

The sample charts on the following pages are placeholders meant to illustrate the aesthetic qualities and layout of the final report. They do not represent our findings for the government services sector. Download the full Government Services Prism Report for our findings.

Global and Regional Forecasts

These sample charts are placeholders and do not represent our findings for the government services sector. Download the full Government Services Prism Report for our findings.

Travel & Hospitality Total Revenue (millions)

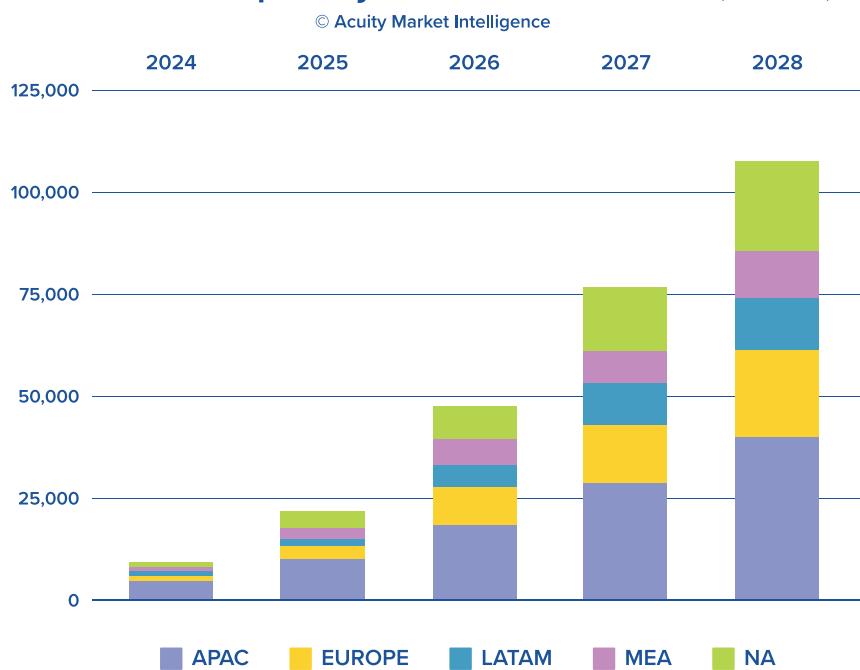


Total Revenue (millions)					
	2024	2025	2026	2027	2028
APAC	\$1,060	\$1,152	\$1,673	\$2,421	\$3,479
EUROPE	\$938	\$1,055	\$1,629	\$2,459	\$3,503
LATAM	\$300	\$387	\$610	\$936	\$1,368
MEA	\$259	\$343	\$532	\$804	\$1,143
NA	\$1,181	\$1,505	\$2,802	\$3,343	\$5,365
Total	\$3,739	\$4,442	\$7,246	\$9,963	\$14,858

Global and Regional Transaction Volumes

These sample charts are placeholders and do not represent our findings for the government services sector. Download the full Government Services Prism Report for our findings.

Travel & Hospitality Total Transactions (millions)



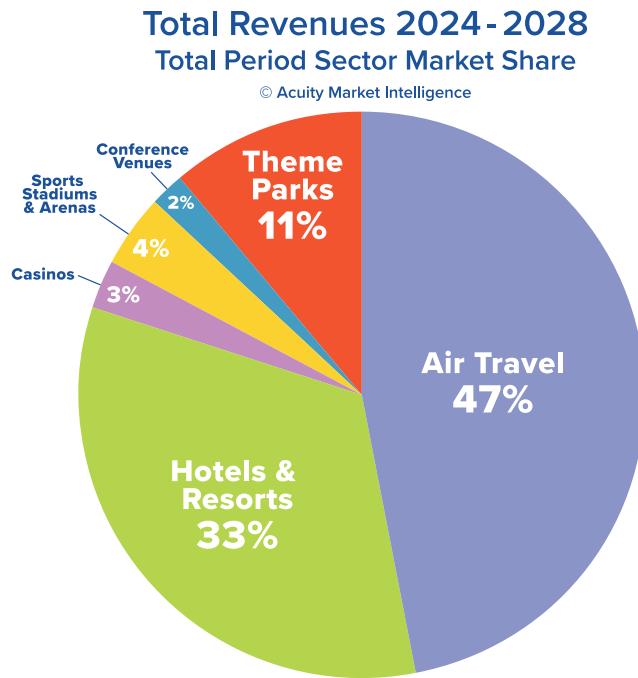
Total Transactions (millions)					
	2024	2025	2026	2027	2028
APAC	68,641	96,051	147,739	216,185	294,972
EUROPE	18,767	26,374	40,735	61,485	87,579
LATAM	18,156	27,400	45,879	72,491	106,970
MEA	19,335	27,572	43,608	66,665	94,824
NA	7,675	12,480	22,318	37,944	60,458
Total	132,574	189,877	300,280	464,770	644,802

The Biometric Digital Identity Prism Report

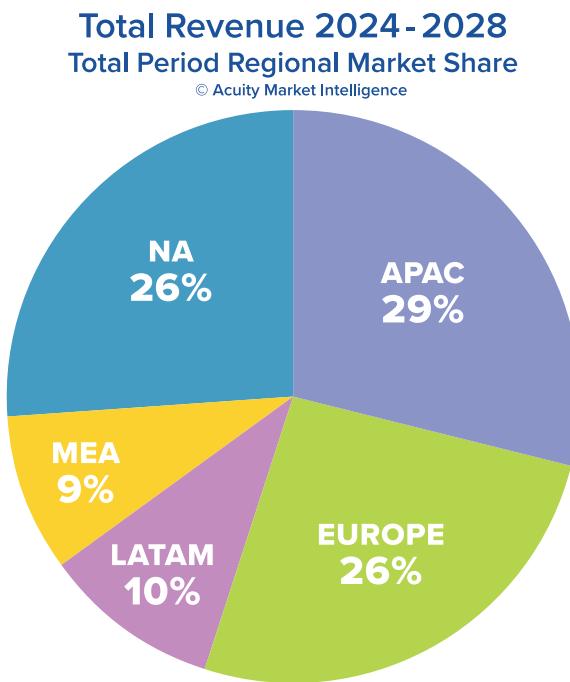
The Biometric Digital Identity Government Services Market Forecasts

Total Regional Share of Revenues and Transactions

These sample charts are placeholders and do not represent our findings for the government services sector.



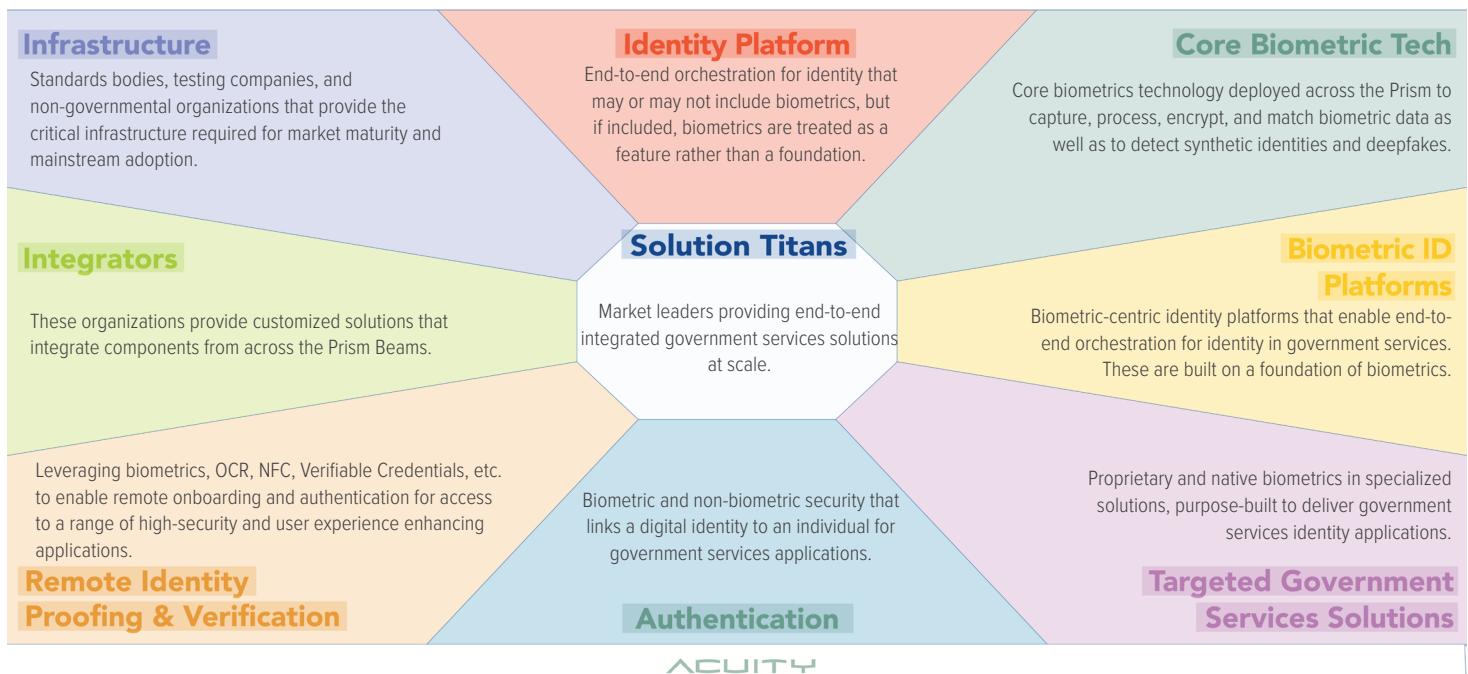
Download the full Government Services Prism Report for our findings.



The Government Services Prism

Just as a beam of light contains all colors, the biometric digital identity ecosystem is comprised of many vendors contributing to the grand idea of digital identity. The Prism Project conceptualizes this relationship through the Prism: a proprietary market landscape model intended to help reflect the components of the emerging reality of identity in a digitized world.

Biometric Digital Identity Prism



Vendors are positioned in one of nine Prism Beams. Each Beam representing a critical component of the biometric digital identity landscape for government services. For some vendors, it can be challenging to select one beam that represents their singular position in the marketplace. Many appear to span multiple beams. In these cases, we have selected the beam that most accurately reflects the breadth and depth of their product and service offerings and is most closely aligned with their unique differentiators.

How to Read the Prism

Within each beam, there are three Vendor Categories: Pulsars, Catalysts, and Luminaries.

Pulsar

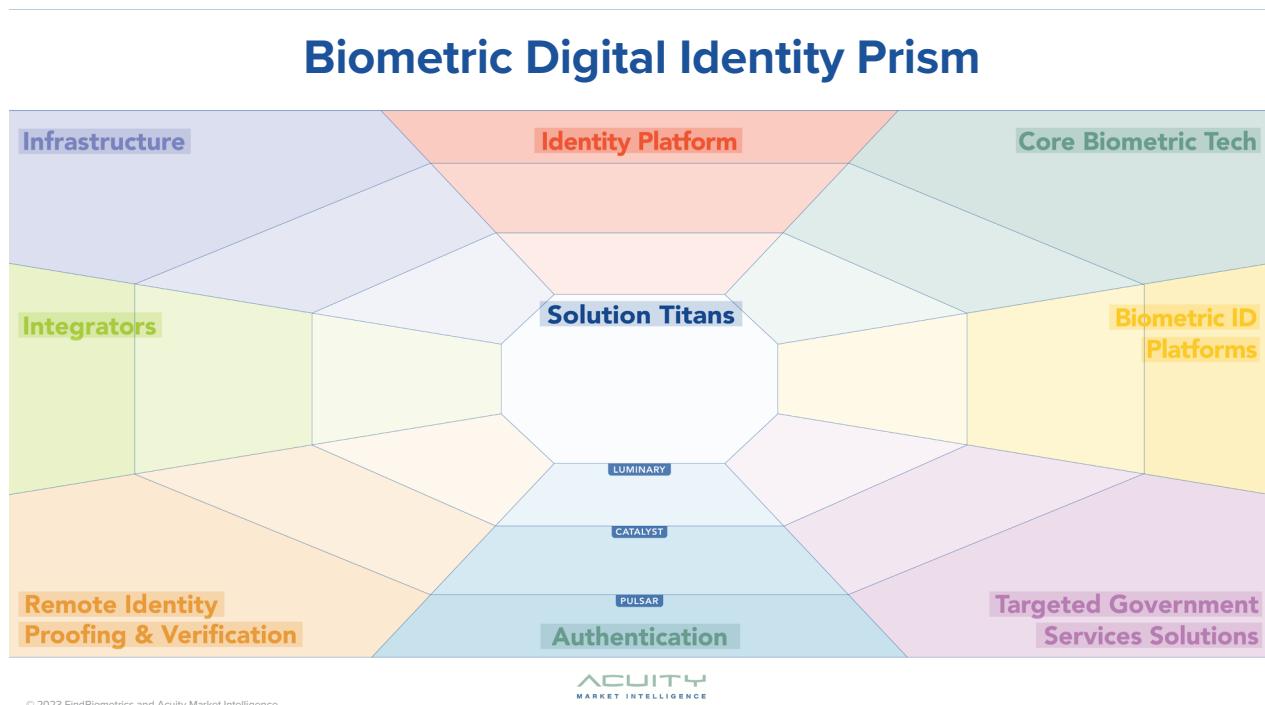
Pulsars are the bright upstarts and pivoting legacy vendors prioritizing the crucial elements of biometric digital identity. Startups with promising technology or established names with a proven aptitude for adapting to the new identity ecosystem, Pulsars have strong potential to influence the Prism landscape.

Catalyst

Catalysts are established disruptors, innovators, and agents of acceleration. With high proficiency in certain areas of assessment, Catalysts are often one step away from ascending to Luminary status, whether it's through an acquisition, a technological innovation, or an injection of resources.

Luminary

Luminaries are the guiding lights of their industry segment. They show the highest level of proficiency in their beam and are often responsible for setting trends in their fields.



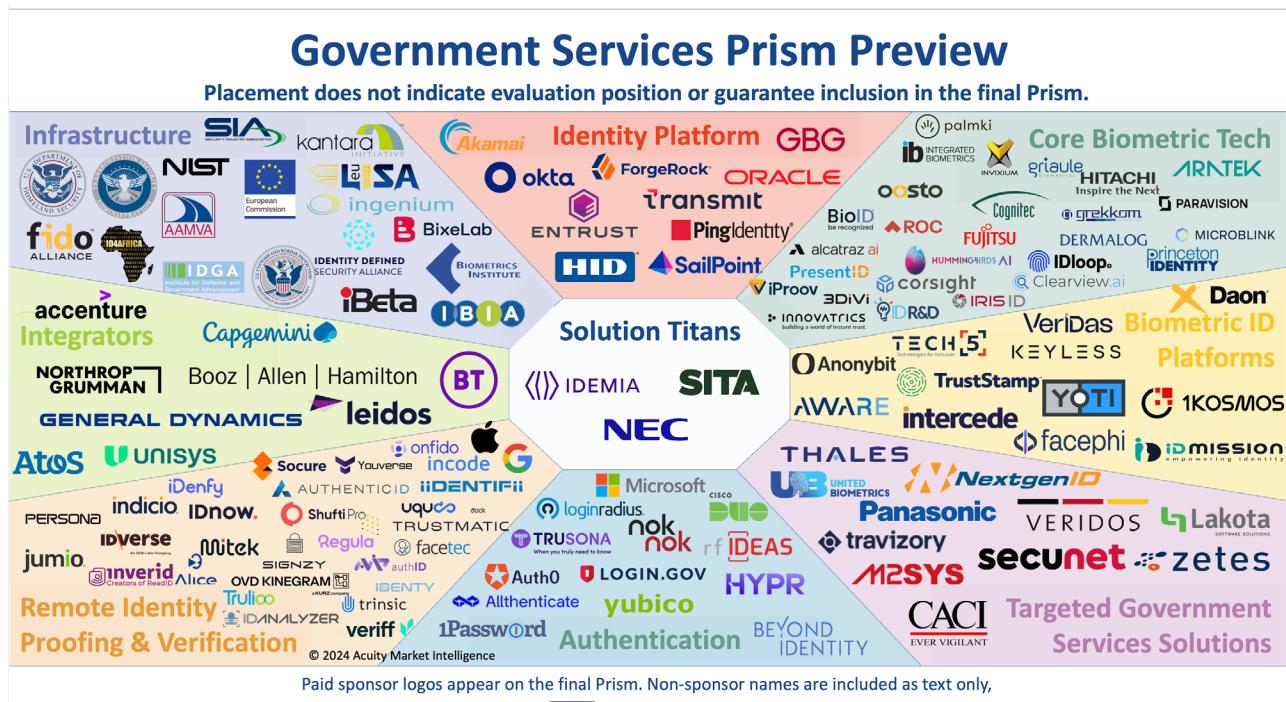
The Biometric Digital Identity Prism Report How to Read the Prism

Refractors and the Solution Titans

The center of the Prism is anchored by a special category—the Solution Titans. These companies, due to their size, global footprint, proven expertise, partner networks, and robust portfolios, have a definitive role in the government services biometric digital identity landscape. This role is that of a Refractor: it is through their initiatives that the industry is viewed.

As the market evolves through acquisition, development, regulation, and innovation, the Refractor position may grow or diminish. Luminaries in the Identity Platform Beams are best positioned to ascend to Refractor status.

The Government Services Biometric Digital Identity Ecosystem



Important Note on Prism Beams:

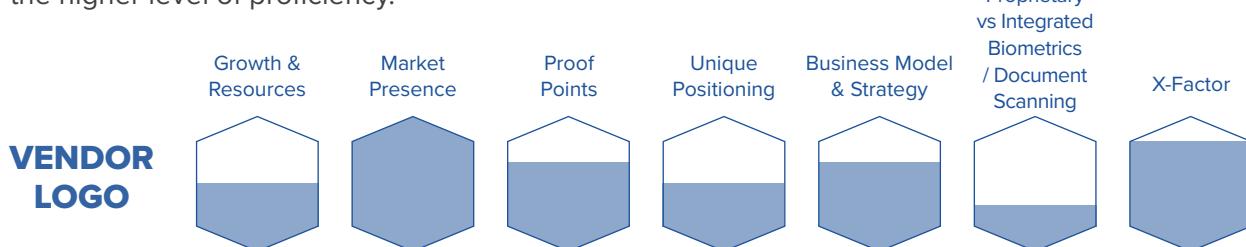
The Prism Beams and the classifications within represent important components of the emerging biometric digital identity landscape, and group vendors by the role they play therein. It is modality agnostic. Because of the broad nature of Prism Beams, many companies in the same areas are not direct competitors but represent the leading providers of their given solutions.

Evaluations & Use Cases

In order to place vendors on the Biometric Digital Identity Prism, we are assessing the leading companies based on six criteria.

- **Growth & Resources** – Current revenue, year-on-year growth, financial stability, and resources available to sustain and support ongoing growth.
- **Market Presence** – Overall geographic footprint and market sector penetration, as well as specific geographic regions and markets where a level of dominance has been achieved.
- **Proof Points** – Profile and size of overall and market sector customer base and key customers. Also includes 3rd party testing results and certifications and speed of implementation.
- **Unique Positioning** – Unique Value Proposition (UVP) along with differentiable technology and market innovation generally and within market sector.
- **Business Model & Strategy** – Overall marketing and sales positioning, messaging, and strategy as well as channel scope and quality and range of partnerships, channels, thought leadership, use of digital, social media presence, and engagement generally and within market sector.
- **Proprietary Versus Integrated Biometrics and Document Authentication** – Depending on the market, solutions(s), specific beam, may be rated higher as proprietary or integrated technology.
- **X-Factor** – This is a unique beam and market sector specific metric.

We visualize this assessment as a Prism Evaluation Chart: an easy-to-read graphic representation of a vendor's current activity, resources, and abilities. The more color filling a Prism hexagon, the higher level of proficiency.



Important Note of Evaluations and Prism Placement:

The vendor specific metrics in this report are based on publicly available data, survey data, interviews, and confidential briefings. It is presented in good faith as a representation of the government services biometric digital identity ecosystem according to the values stated previously in this report. If you see your company here and have questions about your evaluation or placement within the Prism, please contact: info@the-prism-project.com.

Vendors and the Government Services Ecosystem

This is a partial list of vendors and organizations that will be assessed in The Biometric Digital Identity Government Services Prism Report. If your organization is missing, please fill out the Prism Placement request form at www.the-prism-project.com.

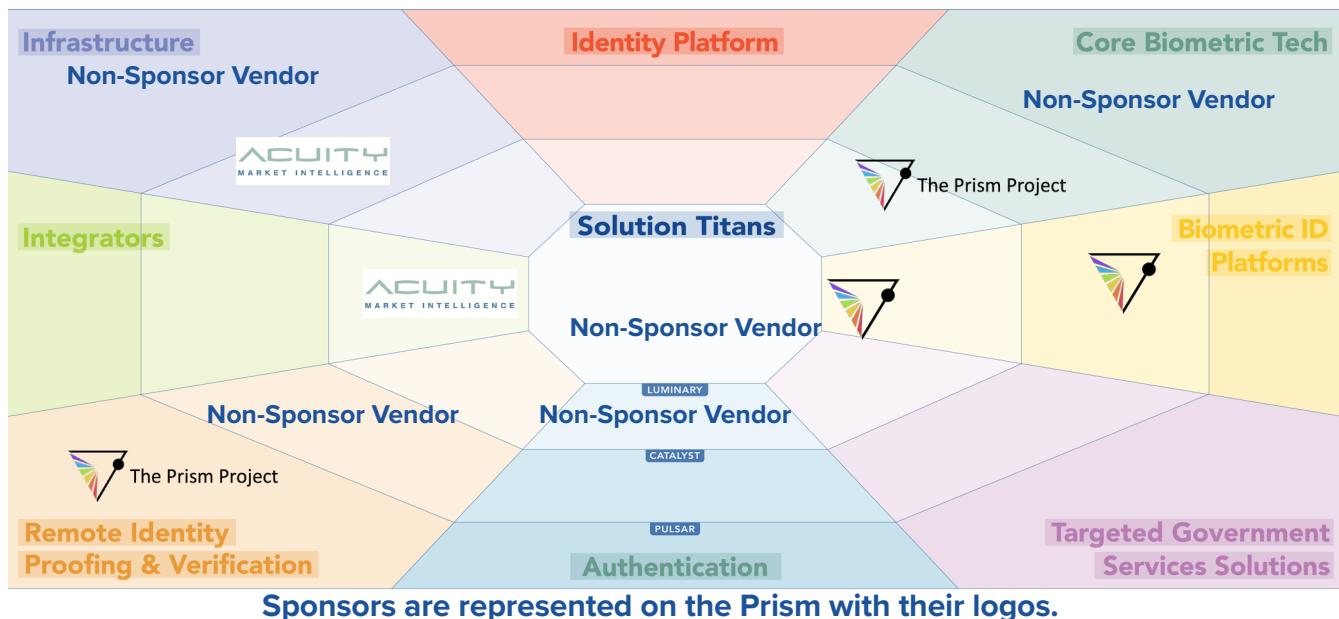
1Kosmos	Entrust	incode	Princeton Identity
1Password	eu-LISA	Indicio	Prove
Accenture	EU Commission	Ingenium	Regula
Alcatraz AI	Fastfirst	Innovatrics	RF Ideas
Alice Biometrics	Facephi	Integrated Biometrics	ROC
AAMVA	Facetec	Inverid	SAI
Allthenticate	FIDO Alliance	Intercede	Sailpoint
Anonybit	ForgeRock	iProov	Secunet
Apple	Fujitsu	IrisID	ShuftiPro
Atos	GBG	Jumio	Signzy
Aratek	General Dynamics	Kantara Initiative	Socure
Auraya	Google	Lakota	Tech5
AuthenticID	Griaule	Leidos	Thales
AuthO	HID	Login.gov	Transmit Security
AuthID	Hitachi	Magnetic	Travizory
Aware	Hummingbirds.ai	Microsoft	Trinsic
Beyond Identity	Hypr	Mitek	Trulioo
Bioid	iBeta	My2sys	Trusona
Biometric Institute	IBIA	NEC	Trustmatic
BixeLabs	ID4Africa	NextgenID	Trust Stamp
Bloo Allen Hamilton	ID Analyzer	NIST	TSA
BT	IDGA	Northrup Grumman	Unisys
CACI	ID R&D	Okta	Uquido
Cap Gemini	ID.me	Onfido	Veridas
Clearview ai	IDEORIA	Oosto	Veridos
Cognitec	IDenfy	Oracle	Veriff
Credence ID	IDenty	OVD Kinegram	Yoti
Dermalog	IDloop	Palmki	Youverse
Daon	ID Mission	Panasonic	Yubico
DHS	IDSA	Pangiam	Zetes
Dock	IDVerse	Paravision	
Duo	iiDENTIFI	Ping Identity	

Sponsorship Opportunities

Vendors represented in the Prism Report can participate in sponsorship opportunities that provide greater visibility and insight into their role in the Biometric Digital Identity landscape. All sponsors will have their logo included on the Prism reference model, instead of the simple text representation used for non-sponsors.

Sponsorship of the Prism Report does not influence vendor assessments or placement on the Prism model.

Biometric Digital Identity Prism



Logo Sponsorship

Vendor logos will be included on the Prism reference model, as well as on the vendor beam evaluation pages. Vendors will also receive a digital Prism Badge identifying their category as a Pulsar, Catalyst, Luminary, or Refractor for display online and in promotional material.

Half-page Prism Vendor Case Study

(See page 27 for example.)

Vendors represented in the Prism Report can commission a Half-Page Prism Vendor Use Case for inclusion in the evaluation section of the report. These half-page use cases are the perfect opportunity to stand out from the competition and provide readers with critical information about how your company solves high pain-point problems for Government Services stakeholders.



The Biometric Digital Identity Prism Report

Sponsorship Opportunities

A Half-Page Prism Vendor Use Case Includes:

- Vendor Logo Sponsorship benefits.
- Your company logo.
- Your company website.
- A 2-paragraph overview of your company key government services use case.
- Your company's Prism Evaluation Chart
- A visualization of your company's placement in its Prism Beam.
- Contact information.
- Display of your company logo linked to your Use Case on The Prism Project website.

Full-page Prism Vendor Case Study

(See page 28 for example)

Vendors represented in the Prism Report can commission a Full-Page Vendor Case Study for inclusion in the evaluation section of the report. These full-page use cases are the best way to highlight your company's Prism positioning by diving deeper into how your organization solves the critical real-world problems facing government services stakeholders as they continue to shift to identity-first operational models.

A Full-Page Prism Vendor Use Case Includes:

- All Logo and-Half Page Sponsorship benefits.
- A full-page (~600 word) detailed analysis explaining one or more of your company's key Government Services use cases.
- A copy of the Excel spreadsheet used to model the market forecasts.

Custom Dedicated Prism Report

Celebrate your position in the Biometric Digital Identity Government Services Prism with a dedicated 10-page report about your company's role in delivering the future of identity for Government Services. The Custom Report includes a Full-Page Prism Vendor Use Case.

A Custom Dedicated Prism Report Includes:

- A professionally designed 10-page report
- Relevant excerpts from the full Prism Report
- A Full-Page Prism Vendor Use Case (as described above)

The Biometric Digital Identity Prism Report

Sponsorship Opportunities

- A 4-question Q&A with your CEO or a profile of your flagship solution
- Writing and distribution of a press release announcing your company's position in the Government Services Prism, containing quotes from our lead researchers.

Advertisement & General Report Sponsorships

Full-page ad spots and general report sponsorships are available for the full Prism Report.

Space is limited – Contact us today to learn more about sponsoring the Prism Report.

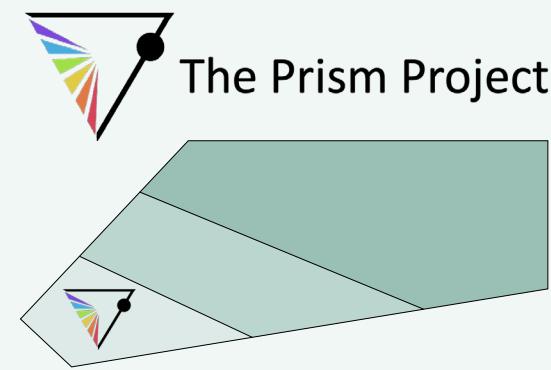
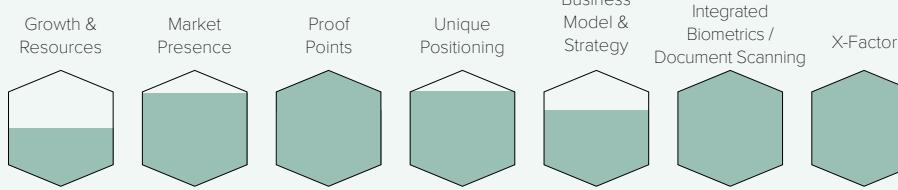
C. Maxine Most, cmaxmost@the-prism-project.com



Half-Page Case Study

the-prism-project.com

BEAM: Core Biometric Tech / CLASSIFICATION: Luminary



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Contact Information:

example@the-prism-project.com 555-555-5555



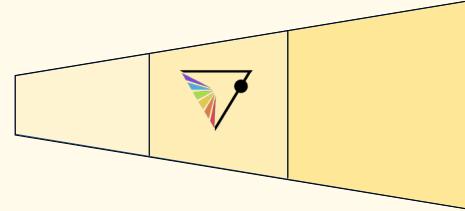
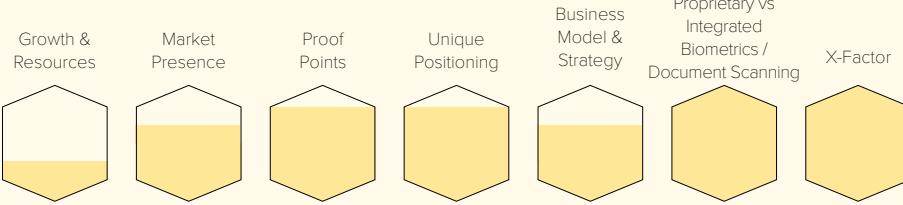
Full-Page Case Study

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BEAM: Biometric ID Platform / CLASSIFICATION: Catalyst



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Full-Page Case Studies

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Highlight Your Organization's Success

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The Prism Project

Showing Identity in a New Light

The Prism Project arose organically out of a collaborative survey-based research project launched by Acuity Market Intelligence and FindBiometrics in late 2022. The initial proof-of-concept Prism graphic was developed and debuted in the winter of 2023. It instantly became the most shared asset in our history, receiving over 50,000 impressions within weeks. By September 2023, we developed that proof-of-concept into a robust Prism Report, which served as the foundation for The Prism Project. The intent of the Project is to use the Prism as the lens through which we continue to analyze and evaluate the rapidly evolving biometric digital identity industry as we help influencers and decision makers understand, innovate, and implement digital identity technologies.

Reports and Collaborations

The Prism Project will publish, promote, and distribute four reports in 2024:

- The Annual Biometric Digital Identity Prism Report – the foundational report defining the Prism Framework initially published in September 2023.
- The Financial Services Biometric Digital Identity Prism Report.
- The Government Services Biometric Digital Identity Prism Report.
- The Travel and Hospitality Biometric Digital Identity Prism Report.

Visit www.the-prism-project.com/prism-reports to download Previews of the reports.

Prism Project Brain Trust

The Prism Project is the brainchild of Maxine Most, Principal, Acuity Market Intelligence and Peter Counter, Author, Technology Writer, and former Editor and Chief, FindBiometrics. This innovative new framework for understanding and evaluating the rapidly evolving biometric digital identity marketplace is the only market model that is truly biometric-centric based on the foundational conviction that in the age of digital transformation

The Biometric Digital Identity Prism Report

Showing Identity in a New Light

the only true, reliable link between humans and their digital data is biometrics.

Ongoing Collaboration and Sponsorship Opportunities.

The Prism Project is conducting on-going research and continuing to explore how biometric digital identity is being used today, where the roadblocks to adoption lay, what obstacles must be overcome to successfully deploy these technology solutions, and where they are being used and by whom. We welcome collaborators and are open to discussing how your organization might benefit from and/or leverage the opportunities The Prism Project presents. To reach out, visit www.the-prism-project.com or email us at info@the-prism-project.com.

About the Author

Maxine Most

Internationally recognized biometrics and digital identity thought leader celebrated for provocative market insights, accurate market predictions and forecasts, and unbiased, pragmatic market intelligence. Tenacious strategic marketer with a prolific career hallmarked by success designing and executing ground-breaking strategies for technology innovators and leaders.

Maxine Most (@cmaxmost) is the founding Principal of Acuity Market Intelligence (www.acuity-mi.com), a strategic consultancy recognized as the definitive authority on global biometrics market development. Throughout her 30-year career, Ms. Most has evangelized emerging technology on five continents. Since 2001, she has focused on biometric and digital identity markets where she has earned a stellar reputation for innovative thought leadership and a proven ability to accurately anticipate biometric and digital identity market trends.

As an executive strategist, Most has provided expertise in emerging markets such as biometrics, authentication, and digital identity, e-commerce, interactive services, and 2D and 3D visualization and image processing. She has worked with startups, established technology market leaders, Global 1000's, and a range of organizations in between. Most leverages her deep understanding of technology evolution, emerging market development, and the process through which industry leaders are created to provide candid strategic analysis, highly targeted implementation plans, and quantifiable, measurable results.

Ms. Most is the author of numerous biometric and digital identity research reports including Face Verification & Liveness for Remote Digital Onboarding,” “The Global Automated Border Control Industry Report: Airport eGates & Kiosks,” “The Global Biometrics and Mobility Report: The Convergence of Commerce and Privacy,” “The Global National eID Industry Report,” “The Global ePassport and eVisa Industry Report,” and “The Future of Biometrics,” as well as a contributor to several books including “Digital Identity Management” edited by digital identity thought leader David G. Birch.

Ms. Most regularly offers insight and analysis in on and off-line publications, is quoted often in industry, business, and consumer



press, and presents regularly at industry events on the evolution and development of biometrics and digital identity markets. She is a graduate of the University of California, San Diego with a multi-disciplinary degree in Mathematics and Computer Science and minors in Visual Arts and Economics.

The Biometric Digital Identity Prism Report

About the Author

Let The Prism Project be your guiding light!

The Prism Project (www.the-prism-project.com)

The Prism Project is the brainchild of Maxine Most, Principal, Acuity Market Intelligence and Peter Counter, Author, Technology Writer, and former Editor and Chief, FindBiometrics. This innovative new framework for understanding and evaluating the rapidly evolving biometric digital identity marketplace is **the only market model that is truly biometric-centric** based on the foundational conviction that in the age of digital transformation the only true, reliable link between humans and their digital data is biometrics.

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Founder, The Prism Project

cmaxmost@the-prism-project

About Acuity Market Intelligence:

With decades of practical expertise in the unpredictable and volatile world of emerging technology, Acuity Market Intelligence consistently delivers consistently original, thought-provoking, and reliable insight and analysis. Proud, self-proclaimed technology business development and marketing geeks, Acuity is globally renowned for its uniquely customized business and marketing strategies and for creating and deploying innovative programs that integrate digital and traditional channels and platforms.

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