

# Testimonials

## Wiltshire Police

**Charlie Dibble Chief Inspector** "We believe Touch2id is technology of its time; no database and not storing fingerprints it harnesses the latest thinking and the latest learning in biometrics, privacy and technology. This enables licensees to be effective and diligent in preventing sales of alcohol to underage people whilst providing their customers who are of legal age to verify themselves in the least intimidating yet most private, secure and convenient manner."

## Wiltshire Council

**Andrew Kerr Chief Executive** "Wiltshire has a unique opportunity to trial this new proof of age solution for the U.K. which has the potential to significantly improve the effectiveness of ensuring those directly accessing alcohol are of legal entitlement."

**John Carter Head of Licensing** "Touch2id represents the highest level of due diligence and will really help merchants prove age in an efficient and failsafe manner."

## Microsoft U.S.

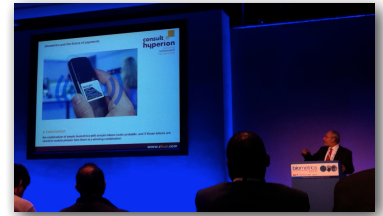
**Kim Cameron Chief Identity Architect** "A British outfit called Touch2id is an innovative company that's doing identity right. They've developed minimal disclosure technology which uses no database, nothing's recorded and they don't even store a fingerprint on the card, just a unique code created from the fingerprint at enrolment. It's a lovely piece of engineering and the more I understood their approach the more impressed I was and surprised by seeing something so good."

## London School of Economics

**Dr Edgar A. Whitley Reader in Information Systems, Research co-ordinator of the LSE Identity Project report on the UK identity cards scheme** "There is never an inevitability about technological developments and what Touch2id successfully demonstrates is that it is possible to design a high integrity, biometric based system that provides a useful service, like proof of age verification, that doesn't have to be based around a database and which doesn't disclose unnecessary personal data."

## Consult Hyperion

**Dave Birch Digital Identity Forum Chair, Consult Hyperion** "The combination of simple biometrics with simple tokens looks probable, and if those tokens are stored in mobile phones then there is a winning combination. Touch2id currently uses stickers and cards but from 2011 will put data in the phone. There's no personal data which I'm a big fan of. I hold Touch2id up as an example of how to bring these technologies together." Biometrics 2010, London



There's also [www.touch2id.co.uk](http://www.touch2id.co.uk) and a Facebook Wall where young people from Trowbridge voice their opinions on the new scheme. We enrolled around 1,100 people in 2010. There are currently over 400 fans on Facebook which roughly equates to the numbers of 18 year olds on the census living in Trowbridge. Extracts from the 70 or so comments left:

- Jan 2011: **Anthony Weston** This really is an excellent scheme. I work in pub in Trowbridge with it in and have had to id people with it before now so easy to do. I've just got it myself and would LOVE to see it in Bath and hopefully Bristol one day soon.
- Dec 2010: **Josh Yoshi Collier** on the bar it makes my job soo much simpler ID can be faked soo easily but this is a one of a kind job where no one else can use it! also means none of this (well that dosnt look like you) speach a bouncer can use cuse u got a new haircut!!!
- Nov 2010: **Bri- Smith-Williams** Can't wait to see this in action in Bath :D .
- Oct 2010: **Greg 'Monkehboi' Carberry** This really does need to be rolled out across the UK. It's an excellent scheme.
- Oct 2010: **Jason Ashby** best thing ever made now i can buy drinks without worrying about id. needs to be in every town in the UK.
- Sep 2010: **Jade Marie** you should make touchid national. it'd be so much easier for everyone. i'd love to see it in major cities like Bristol or Cardiff. it would definately do well if you expanded outside of Trowbridge :)
- Sep 2010: **Gary Clements** really gd idea as i dnt have to take my passport out anymore happy days.
- Aug 2010: **Zara Hill** touch2id needs to be available at karma in chippenham and other places like bournemouth, bath, bristol, weymouth, and frome. Got mine today, sooo much easier to use! thankyou touch2id :D
- Jul 2010: **Kat Adams** i think you should get it in bath as well, i hate taking my driving license with me on a night out..
- Jun 2010: **Hannah Roche** touch2id is a brilliant idea. this prevents misplacement or your licence there for you dnt have to bring it out with you. also stops people committing fraud. make it widespread!
- Jun 2010: **Ty Rogers** what a wicked idea! especially love the new stickers for your phone battery.

## Participating retailers

For the most part of 2010, the Wiltshire pilot in the County town of Trowbridge included 35 licensed premises. These were selected as the most popular places with the 18-25 age group within the community. In December 2010, due to demand, the pilot scheme was reorganised to include the popular venues of the neighbouring town of Melksham which is approximately five miles away.

Within the Wiltshire pilot there are currently 33 participating locations spread across these two towns; including 11 pubs, 4 nightclubs, 4 community clubs, 3 off licenses, 1 wine bar, 4 petrol stations, 3 convenience stores, a concert hall, betting shop and even a tattoo studio.

Here is the feedback from 8 participating licensees, across the range of different retailers:

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### **The Tavern** Pub/ late night venue

**John Stewart Proprietor** "I have been amazed at the response and enthusiasm shown by our younger customers. From the customer's point of view, Id'ing is normally a laborious and drawn out process, having to wait for staff to work out the date and then decide whether or not the photo is actually them. Now, we are finding customers want to use their Touch2id even if we know how old they are. It has helped speed up both door entry and service on the bar. It is definitely the way forward."

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### **Bar Fever** Nightclub

**Mark Arnold General manager** "As a pilot, the scheme has been incredibly successful and could be a massive tool in reducing under age persons entering premises. Passports, driving licenses and proof of age cards are not reliable due to internet ID cards or misuse of accredited ID ie: borrowing an older siblings id or a mate who has a physical resemblance. Biometric readers are the way forward in our environment. Touch 2 ID provides an effective tool to combat underage sales."

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### **Bargain Booze** Off License

**Jim O'Brien Company director** "We have seen it develop into the most secure, foolproof and simplest of all methods of identification. The young people find it a much more convenient method and are only too happy to use the scanners. The sooner this system is introduced throughout the county the better. I am more than happy to recommend this system to any and all licensed premises as the preferred method of I.D. it is definitely the way forward".

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### **Harleys** Wine Bar

**Denise Wood Proprietor and Trowbridge Pubwatch Chair** "Finally a system that quickly and without doubt proves your are 18+. Touch2id will make life easier for everyone."

### Trowbridge Rugby Club Community Club

**Stuart Howard Manager** "I think it's a brilliant idea. It saves time and stress, not having to stop what you're doing, check their passport or license; all they've got to do with Touch2id is prove to me they have it, and I can carry on pouring the drinks while they're doing it. I'd like to see a time when the policy for proof of age is Touch2ID, and Touch2ID only. It can only be a good thing."

### Total Petrol Station

**Carol Trott Manager** "Touch 2id is an excellent system. It allows customers to prove their age quickly and without any hassle. Staff find it a quick and easy way of getting ID."

### Assembly Hall Concert/ function venue

**Cameron Scott Manager** "I have held a license now for some 30 odd years and when I was approached to participate in the pilot of Touch2id my first thoughts were yet another proof of age card. I have seen them come and go; I could not have been more wrong. As soon as I saw it working I was sold. The sooner more licensees are made aware the better. We have found the one that works and I am so keen to see the Assembly Hall working towards making it the only proof of age accepted."

### Voltz Tattoo studio

**Emma Smith Owner** "The tattoo industry a prime example of another area where checking id thoroughly to make sure all customers are at least 18 is crucial. Proven photographic identification just isn't fool proof. Having heard about the new ID scheme in Trowbridge I approached Touch2id and was approved to have their machine in my shop. I now feel assured that this is 100% the customer due to it being the only id available that cannot be used by anyone other than that person due to it being numerically linked to your own fingerprints. I hope this id method can be taken to every town and city, it is readily available, cheap, compact, easy and fun for all using it !! Thanks Touch2id".

## New I.D scheme is praised by local businesses

**A PIONEERING identification scheme, introduced to Melksham last month, has been given a stamp of approval from local police and businesses alike.**

Touch2id uses a combination of fingerprint technology and a swipe card or mobile phone sticker to correctly identify customers over the age of 18.

The scheme, available free for 18-25 year olds, was piloted in Trowbridge where its success meant an expansion to Melksham.

Colin Goodhind, chair of Melksham Area Community Safety Group said, "Now young adults can prove they're at least 18 without having to carry valuable and sensitive ID around with them and licensed premises can reliably verify cardholders in challenging conditions - not before time!

"We're pleased to have been instrumental in bringing the Touch2id pilot to Melksham."

John Stewart who runs The Tavern said, "Following the introduction of Touch2id to the Tavern, I have been amazed at the response and enthusiasm shown by our younger customers. From the customer's point of view, having ID taken is normally a laborious and drawn out process, having to wait for staff to work out the date and then decide whether or not the photo is actually them. Now, we are finding customers want to use their Touch2id

even if we know how old they are!

"It has helped speed up both door entry and service on the bar. It is definitely the way forward."

Cameron Scott from the Assembly Hall in Melksham has held a personal licence to sell alcohol for around 30 years said, "When I was approached to participate in the pilot of Touch2id my first thoughts were yet another proof of age card. I have seen them come and go; I could not have been more wrong.

"As soon as I saw it working I was sold. The sooner more licensees are made aware the better. We have found the one that works and I am so keen to see the Assembly Hall working towards making it our only proof of ID accepted."

Local police are also backing the new Touch2id system; Community Beat Manager Kane Fulbrook-Smith said, "Touch2id is quick, easy, non intrusive and 100% data base- free. It prevents those frustrated moments when entry has been refused to any establishment that operate it. It allows businesses to operate without the need of confrontational situations to occur and reduces the risk of public disorder. A touch of the finger and you're in; it's as easy as that."

To enrol for Touch2id visit the enrolment centre at 2 Bank Street, open every Thursday and Saturday 1.00pm until 5.00pm.



John Stewart with a Tavern employee using the Touch2id system.