AUTH-SPECTRA

INNOVATIVE MULTI-FACTOR AUTHENTICATION SOLUTIONS

Auth-Spectra is a patent-pending technology for Adaptive Multi-Factor Authentication (A-MFA) that uses a combination of passwords, biometrics, cognitive behavior, and other factors in order to create a trustworthy authentication system that intelligently selects the most appropriate user identities. A-MFA does this by selecting modalities based on the device in use and surrounding conditions, which provides the perfect balance between powerful security and low-maintenance usability. That creates a secure, highly confident authentication framework that you can trust.

The University of Memphis, Center for Information Assurance, is a nationally designated center tasked with creating innovative solutions with long-lasting applications. With dedicated, University-Driven academic research we have developed an authentication spectrum to address ever-evolving cyber-security landscape.

As all the devices are getting more interconnected, attackers are finding increasingly clever ways to breach computer systems, costing millions of dollars. Adaptive Multi-Factor Authentication System provides an efficient technique to combat such threats.

<table>
<thead>
<tr>
<th>TIME-VARYING AUTHENTICATION TRIGGERING EVENTS</th>
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<tbody>
<tr>
<td><strong>Device/Media Type</strong></td>
</tr>
<tr>
<td>Fixed Reference</td>
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<tr>
<td>Portable北京市</td>
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<tr>
<td>Portable devices</td>
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<tr>
<td>T1: Initial Login</td>
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<tr>
<td>T2: Device Changed</td>
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<tr>
<td>T3: Media Changed</td>
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<tr>
<td>T4: Location Changed</td>
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<table>
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<tr>
<th>AVERAGE COST OF DATA BREACH IN MILLIONS</th>
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<tbody>
<tr>
<td>2014</td>
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<tr>
<td>2015</td>
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<tr>
<td>2016</td>
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Source: Business Insider, March, 2016