



SOPRANO

## Diminish Phishing in Online Banking

### Wireless Mobile Solutions Introduces SOPRANO MobileAuthenticator™

**Addison, Texas - July 21 2004** - Wireless & Mobile Solutions, Inc. (WMS), a leader in wireless technology marketing, has introduced a mobile solution to prevent phishing. Phishing is a \$45B USD per annum issue that has become one of the most prevalent security problems in the banking industry worldwide. SOPRANO MobileAuthenticator™, is one of the first mobile security layers to utilize mobile technology to validate consumers and protect online banking transactions. Colin Atobajeun CIO for WMS said "Using this additional layer of security, the threat posed by phishing to the online banking industry, can be reduced considerably." Dr. Richard Favero CEO of SOPRANO Design added, "With the increase in phishing and overall fraud in the financial sector, banks can now provide their customers with a cost effective, reliable and secure method of account and payment validation while continuing to provide a convenient, easy-to-use customer experience."

SOPRANO's MobileAuthenticator™ Platform enables financial services organizations to exploit the power of the mobile data channel by integrating mobile handsets as part of the online service delivery. It allows the organization to dramatically improve operational security while simultaneously reducing operating costs. For customers it means an increase in financial flexibility, improved security and greater peace-of-mind. The SOPRANO MobileAuthenticator™ Platform is fully extensible to the financial organization's requirements as well as customer demand. SOPRANO MobileAuthenticator™ supports a range of applications including: Internet Banking Login & Registration, Password Recovery & Reset, Document key management, Payment Authorization; and Customer Communications such as Alerts and Mobile Banking.

**About Wireless & Mobile Solutions, Inc.**

Founded in 2000, Wireless & Mobile Solutions, Inc. (WMS) offers a range of specialized wireless technology products and services designed to lower business costs and increase productivity. With products like WirelessGrocer™, WirelessParking™, WirelessVending™, SOPRANO MobileNanny™, SOPRANO Corporate Gateway Platform (CGP), and HandsetMedia.com, WMS intends to revolutionize the non-voice wireless and mobility business.

**About SOPRANO Design**

Founded in 1994, SOPRANO is a leading provider of mobile value-added services technology and systems to mobile network operators, financial institutions and corporate customers. SOPRANO's unique range of products is focused on assisting its customers in generating revenue from 2, 2.5 and 3G networks by adding value and volume usage. SOPRANO is rapidly growing to meet the demand for its SOPRANO Corporate Gateway Platform (CGP), SOPRANO Intelligent Information Services Platform (IISP), SOPRANO Mobile Commerce Platform (MCP), SOPRANO Premium Services Platform (PSP) and other specialist mobile products. SOPRANO has offices in Sydney, Melbourne, Tokyo, Paris and London, and representation in the USA.

"SOPRANO MobileAuthenticator"™ logo is a trademark of SOPRANO Design Pty Ltd. All other trademarks and registered trademarks referenced in this document are the property of their respective owners.

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