



Biometrics and Danish industry – knowledge, attitudes and challenges

By David Ka Wing Yu,

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About me

▶ Intro ▶ Purpose ▶ The survey ▶ Findings ▶ Challenges ▶ Reflections ▶

- Graduate from Copenhagen Business School –
Msc. in Business Administration and Computer Science
- Master thesis with a holistic focus on biometrics.
- Part of The Graduate Programme at NNIT A/S –
IT Company delivering services and consulting with
main focus on IT development, implementation and
operations

About today's presentation

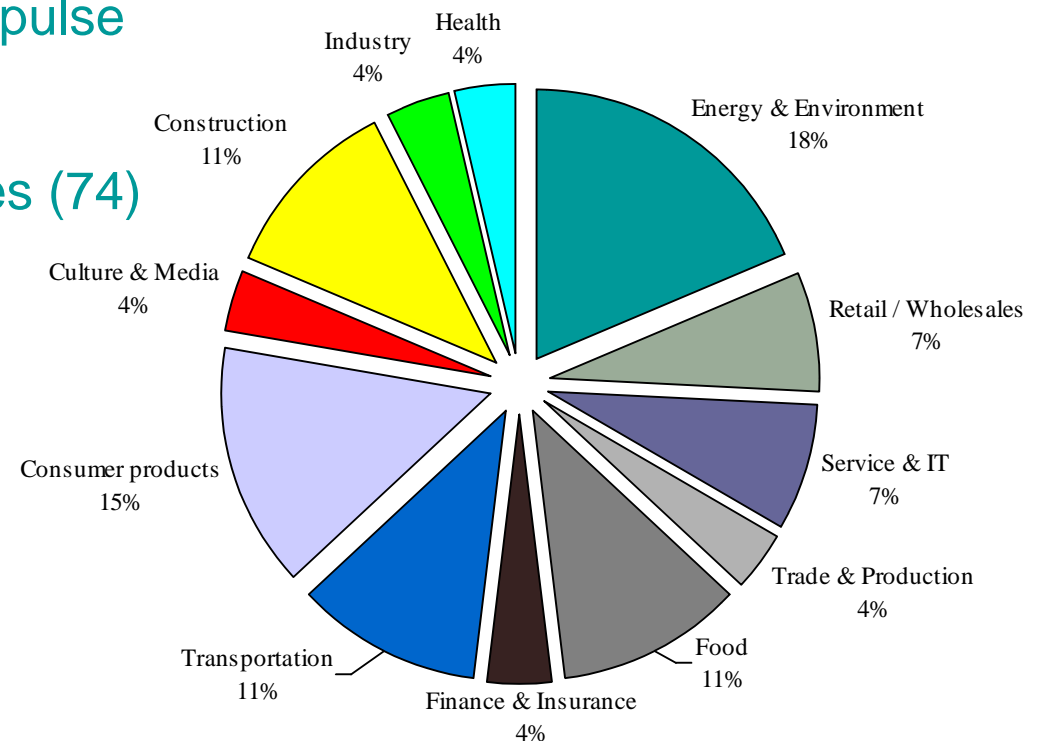
▶ Intro ▶ Purpose ▶ The survey ▶ Findings ▶ Challenges ▶ Reflections ▶

- Insights into Danish companies' knowledge and attitudes on biometrics
- Focus on four identified challenges
- Increase collaboration between Danish educational institutions and Danish companies

Biometric and Danish industry 2007

► Intro ► Purpose ► **The survey** ► Findings ► Challenges ► Reflections ►

- Scope: **Web-survey to get the biometric pulse**
- Target: **Denmark's 100 largest companies (74)**
- Period: **Feb-Mar 2007**
- Result: **31 respondents (74% usable)**



Understanding and associations with biometrics

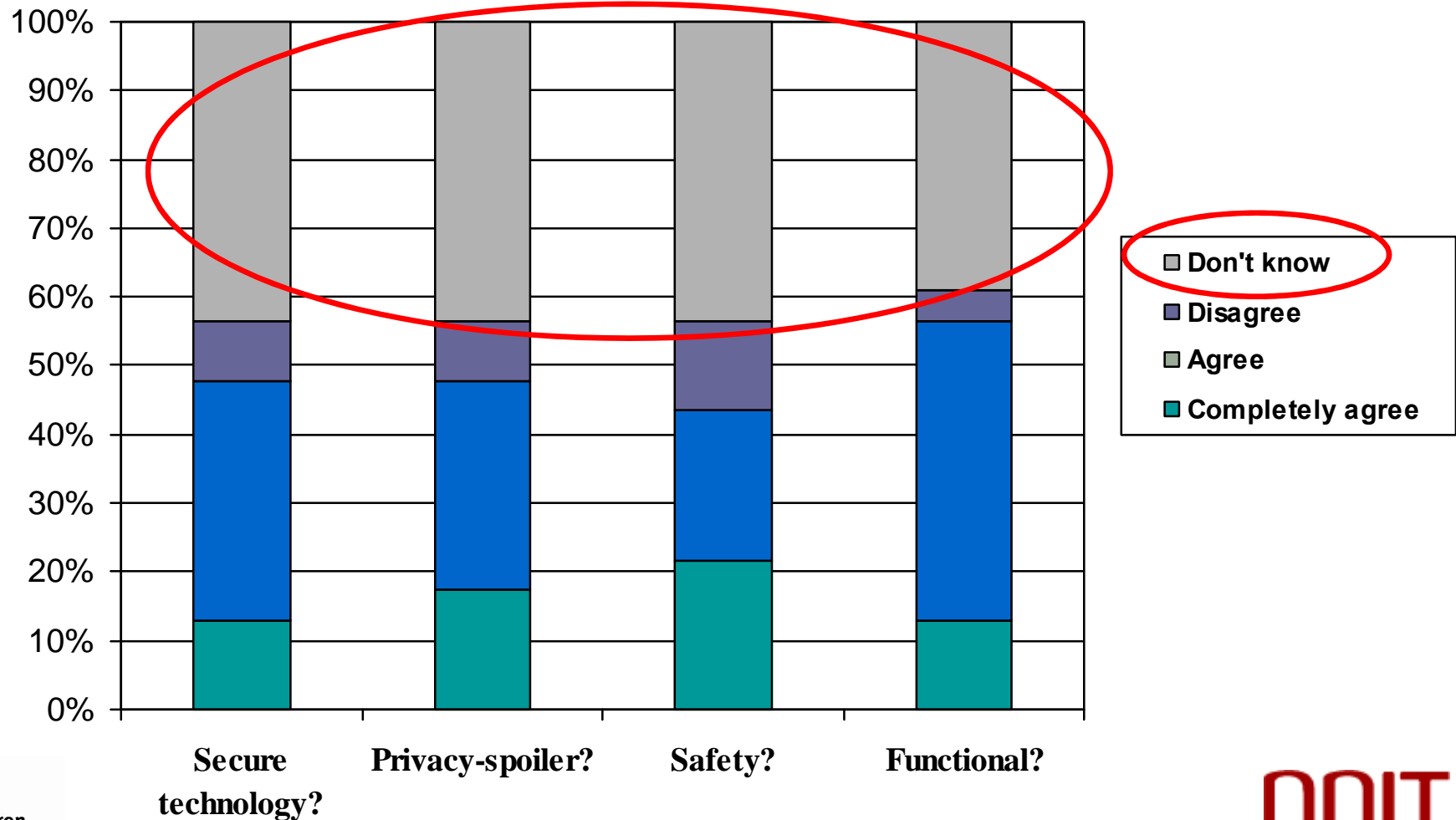
▶ Intro ▶ Purpose ▶ The survey ▶ Findings ▶ Challenges ▶ Reflections ▶

Fingerprint
Something physical!
Measurement!
Security
Biology
Body parts
Access Control
Identification
Don't know!
Iris scanning
Facial recognition
Control
Biotech
Old anthropology
Big Brother
Surveillance
Sci-fi!
A medical term!
Biodynamic food products!



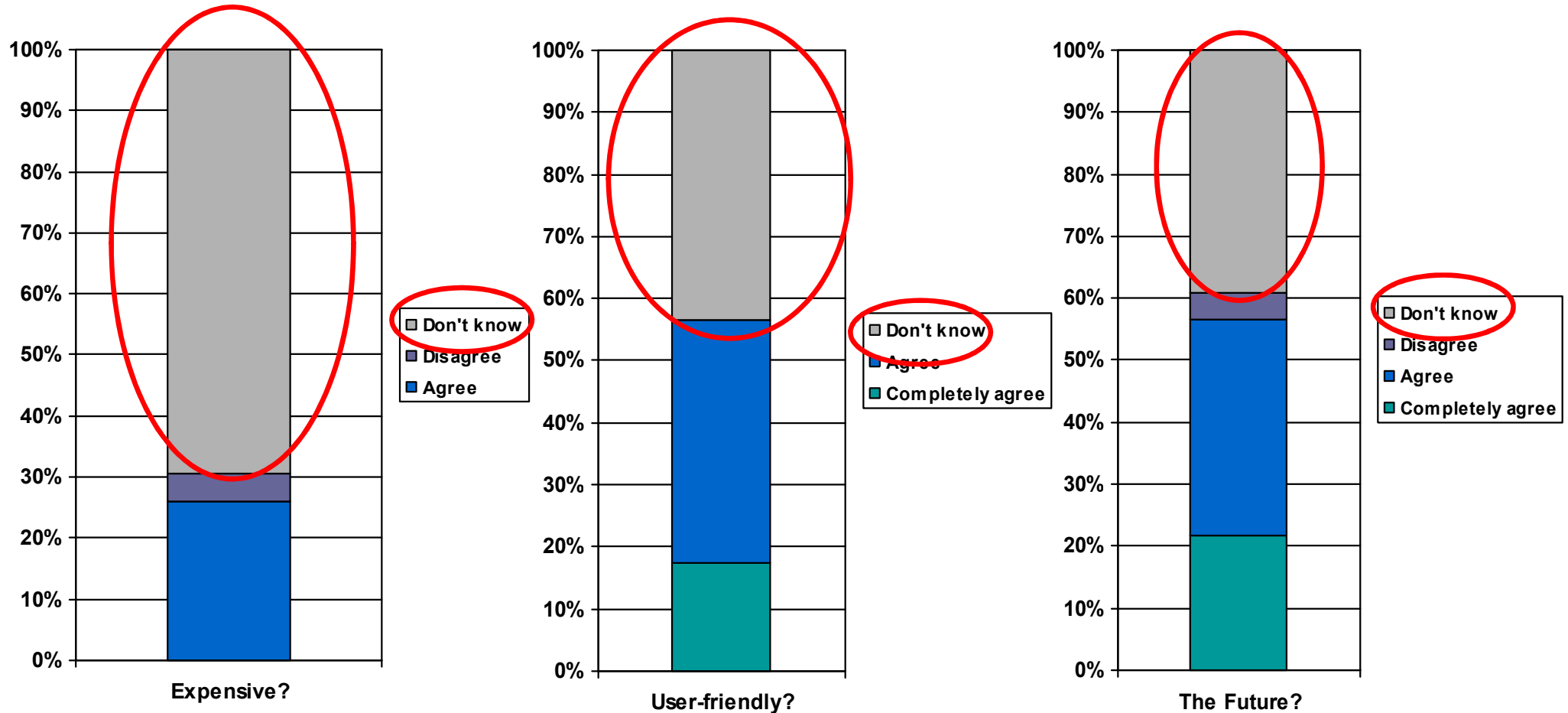
Standpoints and level of knowledge

► Intro ► Purpose ► The survey ► Findings ► Challenges ► Reflections ►



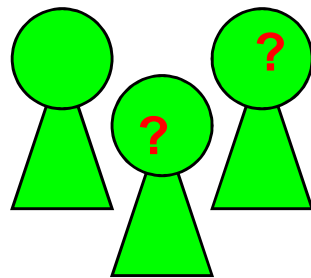
Standpoints and level of knowledge cont'd

► Intro ► Purpose ► The survey ► **Findings** ► Challenges ► Reflections ►



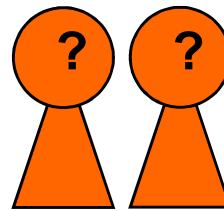
Attitude towards biometrics

► Intro ► Purpose ► The survey ► Findings ► Challenges ► Reflections ►



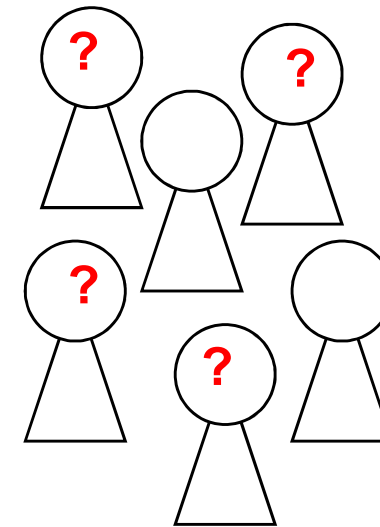
Skeptical

9 %



Don't know

22 %



Interesting

65 %

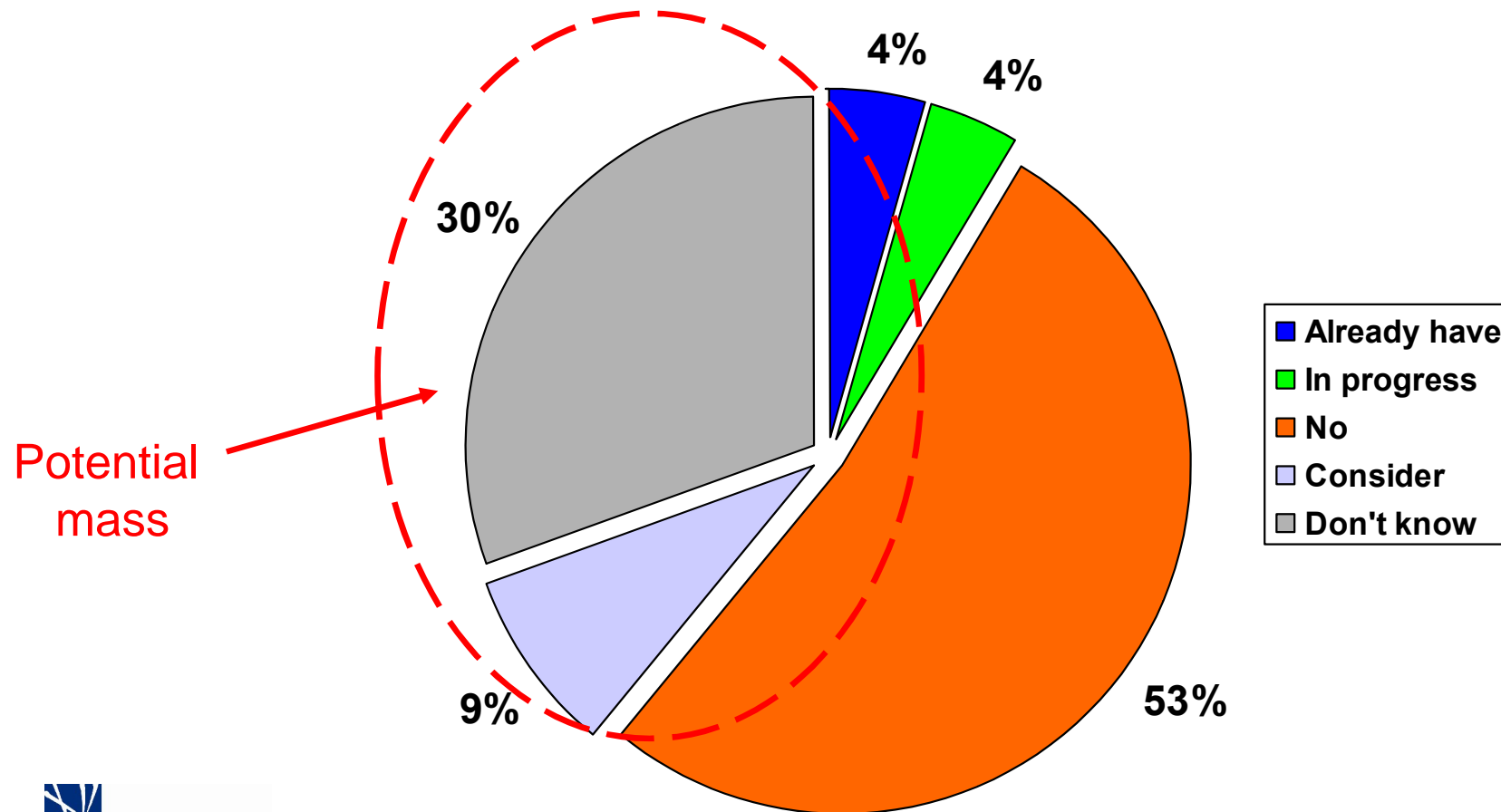


Disturbing

4 %

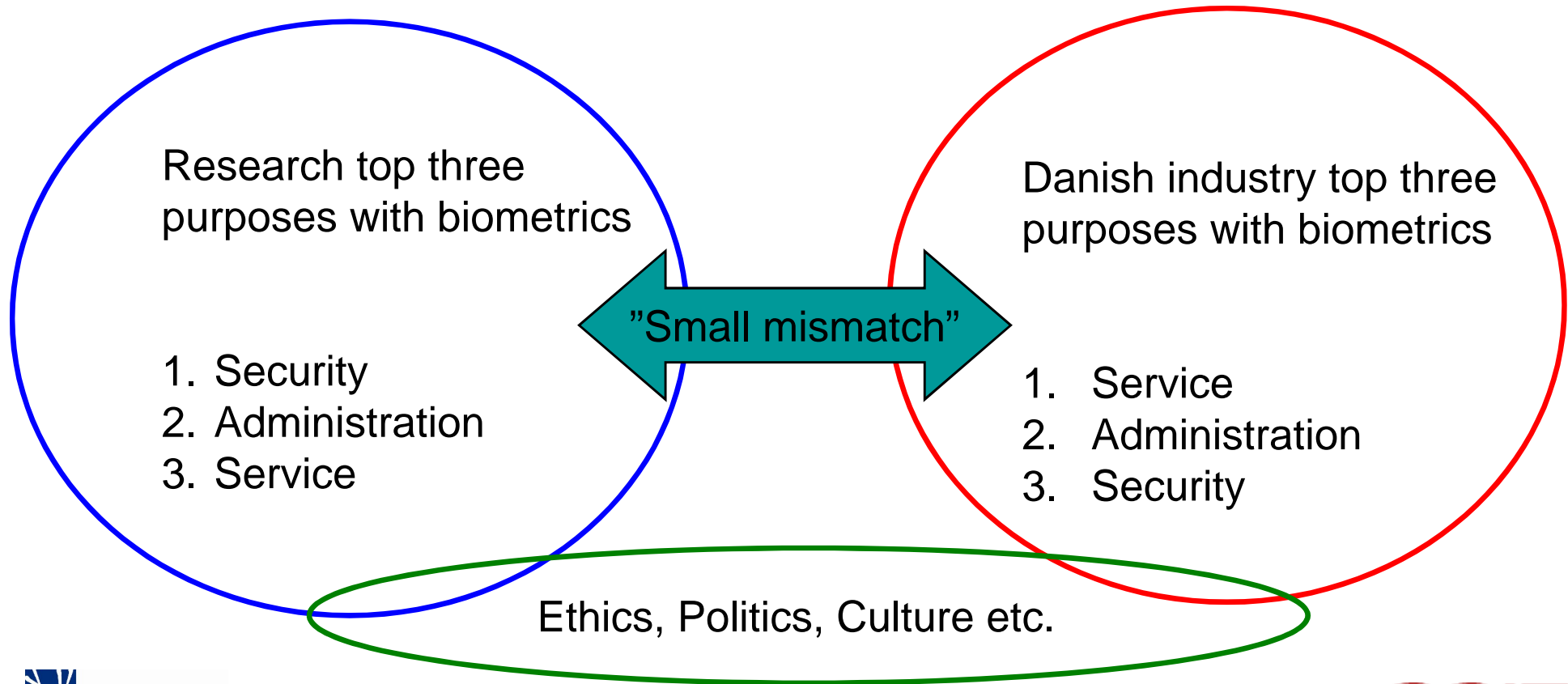
Attitude towards biometrics cont'd

▶ Intro ▶ Purpose ▶ The survey ▶ Findings ▶ Challenges ▶ Reflections ▶



The research world vs. The real world

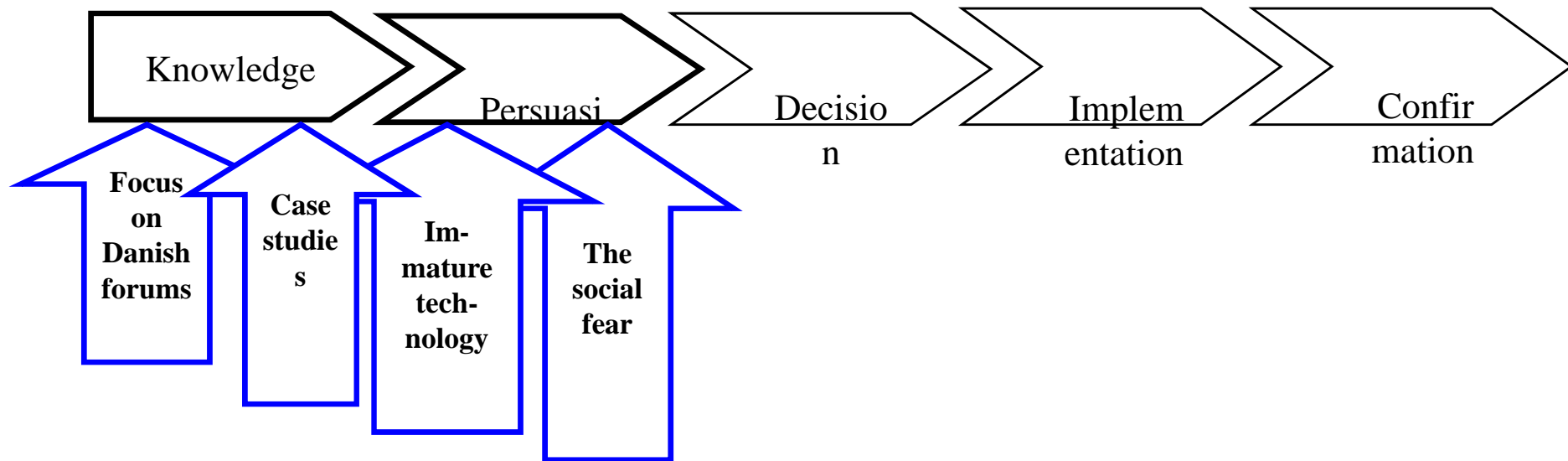
▶ Intro ▶ Purpose ▶ The survey ▶ Findings ▶ Challenges ▶ Reflections ▶



Focus area – Info-activities

▶ Intro ▶ Purpose ▶ The survey ▶ Findings ▶ Challenges ▶ Reflections ▶

The classic process of decision-making

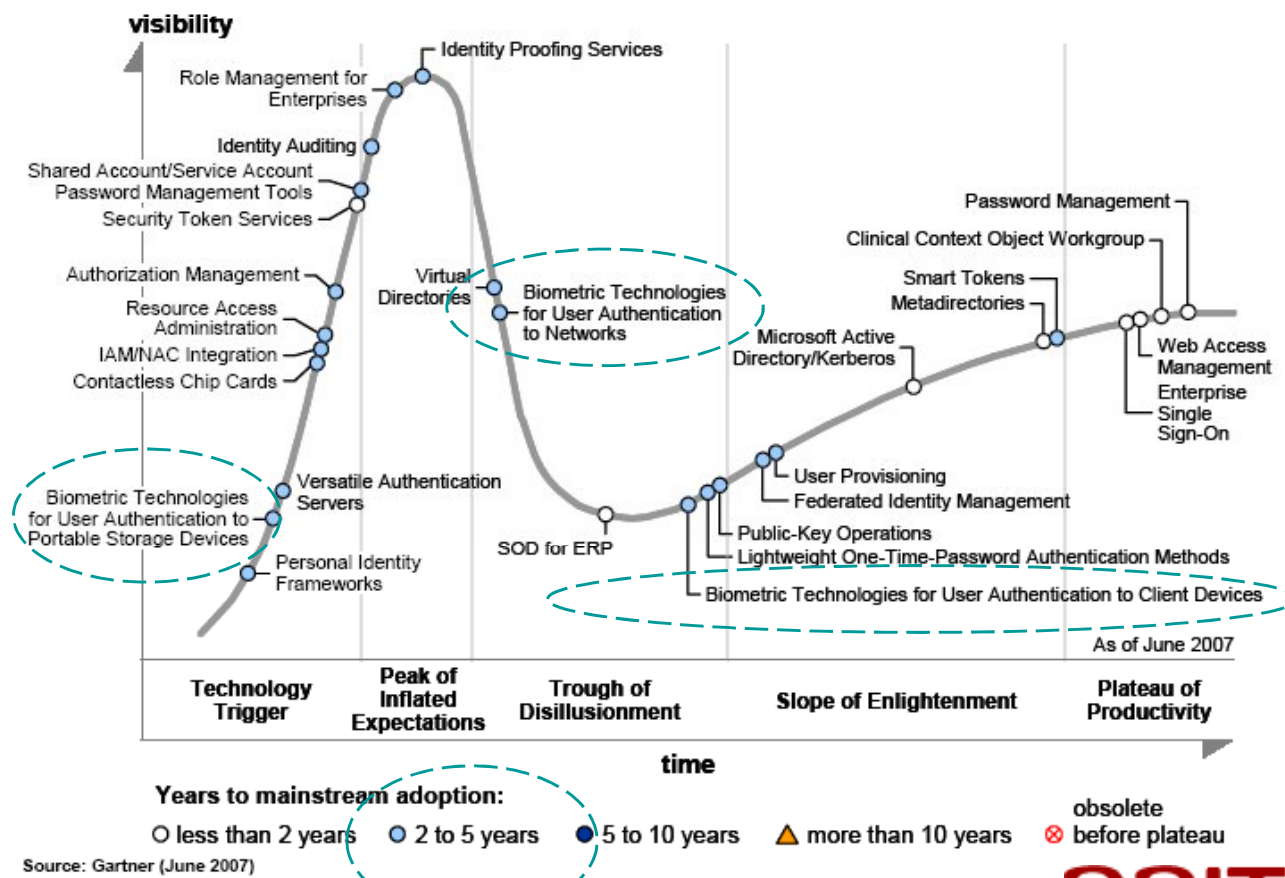


It takes time...

- ▶ Intro ▶ Purpose ▶ The survey ▶ Findings ▶ Challenges ▶ Reflections ▶

- Be proactive to create (enlighten) dialogs
- Case studies as means for biometrics enrichment
- May 'public' biometric projects be initiator to biometric diffusion

Figure 1. Hype Cycle for Identity and Access Management Technologies, 2007



Q&A

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