

## Making the most of a highly skilled workforce: IDEX Biometrics turns to Rochester, NY



Since its early origins in Oslo in 1996, [IDEX Biometrics](#) has spent the last three decades pioneering the development of fingerprint sensors and biometric software. Whether it's by helping people make payments, prove their identity, gain access to information, unlock devices or gain admittance to buildings with the touch of a finger.

In this time, IDEX Biometrics has opened offices across the USA, Asia and Europe, and partnered with key payment players such as Mastercard, Hengbao, IDEMIA

and Goldpac Group Ltd to bring the biometric smart card to the mass market.

IDEX's growth in stature can largely be attributed to a global urgency to find leading authentication methods that can be simply applied to any situation whereby sensitive or classified materials are at stake, not simply within payments. With the world now requiring more secure authentication methods than ever, this year will see IDEX Biometrics make vital steps towards bringing its sensors to the mass-market.

With an imminent rise in the demand for its technology worldwide, ensuring that IDEX has an international presence is a crucial part of this evolution. No more so was this essential than in North America.



### Overcoming obstacles to success

One of the major challenges in IDEX Biometrics' pursuit to deliver simple, secure, personalised authentication for all, is maintaining incredibly high standards across the organisation. Specifically, the development of IDEX Biometrics' integrated circuits and sensor packaging technology, that go into the fingerprint sensors. For this technology to achieve its potential, IDEX must employ highly-skilled engineers and utilize world-class semiconductor design and packaging experts to develop high-performance, low-power devices that, when combined with our systems and software expertise, ensure a convenient and secure customer experience. By ensuring this, it will allow any concerns surrounding the security capabilities of biometric technology to be greatly reduced, thus lowering scepticism and raising confidence.

With many consumers hesitant to embrace change, ensuring the fingerprint sensors are as effective as possible could prove to be the difference between mass adoption and a failed attempt to revolutionise the authentication sector as we know it. A major factor in this quest remains finding the human resources suitably skilled and equipped to produce the technology. After all, a company is nothing without its staff.

### Reaping the rewards of Rochester, NY

At such a pivotal time in the history of IDEX Biometrics, it faced a big decision in May 2016 – where to locate and create a North American base to lead the development of its fingerprint sensor integrated circuit technology. So why did IDEX Biometrics choose Rochester, NY?

The Rochester, NY region was considered an ideal location due to its uniquely strong pool of talent. According to Chris Ludden, Vice President of Silicon Engineering for IDEX Biometrics, "IDEX Biometrics is a multi-national organization that has development teams in Europe, as well as the US. Our team in Rochester is specifically responsible for developing the chips that go in the fingerprint sensors produced by IDEX Biometrics, as well as the advanced sensor technology that we'll use in our products."



Rochester has a heritage of custom integrated circuit (IC) development from companies such as Kodak and Xerox. These companies, along with local universities, spawned many local technology companies involved in digital and mixed-signal IC design. As a result, the region has a host of talented people with experience working on advanced chip development with a focus in imaging, embedded systems, capacitive sensing and display technologies. With this array of established knowledge and expertise, the region

has now positioned itself as a regional hub for application-specific chip development. IDEX Biometrics therefore represents a clear opportunity for semiconductor industry specialists in Rochester to continue the quest to create the most innovative fingerprint-recognition technology in the world.

At such a decisive time for IDEX Biometrics, Rochester is a location that will significantly assist its prosperity. As such, IDEX will ensure that it provides sustained investment in recruitment within the region over the next few years.

Compelled by a crusade against fraud of all kinds, IDEX's technology will contribute to a transformation of global authentication processes in the very near-future. Once this vision becomes a reality, it will have the Rochester, NY region to thank.

### **About IDEX Biometrics**

IDEX Biometrics, legal name IDEX ASA (OSE: IDEX), is the leading provider of fingerprint identification technologies offering simple, secure and personal authentication for all. We help people make payments, prove their identity, gain access to information, unlock devices or gain admittance to buildings with the touch of a finger. We invent, engineer and commercialize these secure, yet incredibly user-friendly solutions. Our total addressable market represents a fast-growing multi-billion-unit opportunity.

**For more information, visit [www.idexbiometrics.com](http://www.idexbiometrics.com) and follow @IDEXBiometrics**