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**INFORMATION CARD FOUNDATION (ICF) ANNOUNCES
SEVEN FEATURED CARD PROJECTS AT RSA SECURITY CONFERENCE**

-Demonstrates innovative new uses of Information Cards and selectors for digital identity-

SPECIAL TO RSA—San Francisco—April 20, 2009—The [Information Card Foundation \(ICF\)](#) announced today seven Information Card projects to be featured on the new ICF website. The new site will be unveiled at a presentation at the RSA conference at the Moscone Center in San Francisco today. The announcement will be part of the *Harnessing the Power of Digital Identity* workshop the ICF is co-sponsoring with the [Liberty Alliance](#) on Monday, April 20. The presentation will be held at 2:15 p.m. at Esplanades 301&303 (“Purple 301&303”), Moscone Center.

The seven projects are actual examples of how the Information Card ecosystem simplifies and standardizes identity-based transactions regardless of the site, domain, application, or information involved.

“Just as people needed to first see a Web browser to understand what it could do, now they need to see an Information Card selector to understand its potential,” said Drummond Reed, Interim Executive Director of the ICF. “Information cards have moved beyond theory to solve real-world challenges.”

Information Cards bring a familiar offline paradigm—the cards you carry in your wallet—to the online world. They work with a new software tool called a *selector* that operates as an extension to your Web browser. Selectors are available today from ICF members [Azigo](#), [Microsoft](#), and [Novell](#), as well as from several open source projects.

“It is exciting to see information cards used to enrich the web user experience beyond just authentication,” said Bob Blakley, Vice President and Research Director, Identity and Privacy Strategies, Burton Group. “Today’s announcement is important because it shows how claims can be used to add value to the web environment.”

Three of the seven projects are being announced for the first time at today's presentation. The U.S. General Services Administration (GSA) will be demonstrating the use of the Equifax I-Card to help effectively manage citizen login to government applications.

"The government believes that there is a win-win for all of us in collaborating with industry to provide good identity solutions for electronic interactions with the American public," said Judy Spencer of GSA.

AAA Washington and Azigo are showing the AAA Discount Reminders card. This card allows AAA Washington to reach its members wherever they travel on the Internet. The ability to create cross-site context is an essential feature of next-generation browsing.

"At AAA, we are always looking for ways to take our legacy brand into the future," said George Johnson, Vice President, Marketing, AAA Washington. "Information card technology can provide a relevant context for our members as they travel to different sites on the web. It is a significant step in assisting members to fully utilize all of the many benefits offered by their AAA membership."

The third unveiling is the ChoixVert Information Card from Project Choixvert (schwa-vare) Founded by ICF board member Craig Burton and his wife Judith Burton, Project ChoixVert is a non-profit organization formed to cultivate social responsibility through new information tools. The ChoixVert Information Card automatically informs Internet users about the environmental responsibility of the sites they are visiting on the Web (www.choixvert.org/whitepapers).

"ChoixVert is accomplishing its mission by using Information Card technology in a unique and powerful way to identify eco-diligent companies," said Mr. Burton, industry analyst at [Burtonian](#) and CTO for Project ChoixVert. "It empowers each person to choose the role they want to play in social responsibility and to choose for their commitment."

The ICF website also features a new white paper, [The Information Card Ecosystem](#), authored by Mr. Burton.

The other four featured Information Card projects selected by the ICF are:

- **The Equifax Over 18 I-Card**, from Equifax
- **The Minuteman Library Network I-Card**, from the Minuteman Library Network
- **Student Advantage RemindMe**, from Student Advantage
- **WebCard Loyalty**, from Fun Communications

Four of the seven featured Information Cards use a new web browser augmentation technology specially designed for Information Cards by new Foundation sponsor member Kynetx.

More information about all of these projects is available at the new ICF website at <http://www.informationcard.net/>.

About the Information Card Foundation

Formally launched in mid-2008, the ICF is a non-profit foundation whose mission is to advance simpler, more secure and more open digital identity on the Internet, increasing user control over personal information while enabling mutually beneficial digital relationships between people and businesses. Steering members of the foundation include Deutsche Telecom, Equifax, Google, Intel, Microsoft, Novell, Oracle, and PayPal.

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