

## **IntouchID**

IntouchID, developed by a company with the same name, is a smart, connected and cross-platform contacts solution that takes the pain out of contact management on mobiles. The application ensures that users are always reachable and connected.

IntouchID lets people easily exchange contact information when they meet, eliminating the pain of typing and reducing the need for business cards. A user's contacts are automatically backed up, eliminating the fear of loss of information. The application's powerful sync feature ensures that contacts are accessible across their mobile devices and online, and always a touch away. Finally, IntouchID auto-updates contact information. When contacts update their information, the phonebook updates automatically, ensuring that users always call the right numbers. Conversely, users can update their contact information in one place and all their contacts and customers can automatically see their updated information in their phone contacts!

With smartphone penetration growing at over 60 percent (YoY) and more than 1.1 billion mobile phones using mobile broadband, the time is ripe for a mobile-focused solution that automates contact management. IntouchID revolutionises contact management and gives users control over their contact information. By ensuring that their entire information is properly stored in the contacts phonebook, people and businesses can increase the likelihood of being 'found'.