

IDDY Award 2009 goes to fun communications

fun communications GmbH is the winner of the IDDY (Identity Deployment of the Year) Award 2009, presented yesterday during the Digital ID World trade fair in Las Vegas. The prize awarded by the Kantara Initiative honors some of the best digital identity management solutions available today on the global market.

Las Vegas/ Karlsruhe, September 16, 2009. The coveted IDDY Awards were presented for the fourth time yesterday in Las Vegas at the Digital ID World trade fair. "IDDY" stands for "Identity Deployment of the Year". fun communications GmbH, based in Karlsruhe, Germany, won the IDDY Award in the category "Proof of Concept" (POC) for its "WebCard Loyalty" Internet portal.

WebCard Loyalty is a solution for issuing and managing virtual loyalty and bonus cards. The portal is based on the open standard "Information Card". This replaces the classic login process based on a user name and password with an innovative technology which enables Internet users to administer and securely share their digital identities. fun communications has enhanced this technology with the "loyalty and bonus card" aspect, and in doing so combines the benefits of user-centric identity management with a customer loyalty and bonus program in a unique way.

"Winners of the 2009 IDDY Award reflect the evolving identity landscape, where applications are leveraging a wide range of protocols and collaboration is the key to moving the global identity industry forward," said Brett McDowell, executive director, Kantara Initiative.

The IDDY Awards were presented this year by the Kantara Initiative for the very first time. The goal of the initiative, founded by around 45 organizations from the global identity and Internet communities, is to bring together technologies, initiatives and organizations for identity management. The initiative was instituted by Concordia Project, DataPortability Project, Information Card Foundation, Internet Society, Liberty Alliance, OpenLiberty.org

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and XDI.org. Previous winners of the IDDY Award include amongst others Deutsche Telekom AG (T-Com, T-Online business division), eBIZ.mobility, EduTech (education agencies of the US state of New York); NTT Labs, Rearden Commerce, the UK Government Authentication Gateway and the government of New Zealand.

More detailed information is available at <http://www.fun.de>, <http://www.webcard-loyalty.com> and <http://www.kantarinitiative.org>.

Printable illustrative material to accompany this press release can be downloaded at <http://www.fun.de/deutsch/News/Pressefotos2009.asp>.

Profile of fun communications GmbH

fun communications GmbH, located in Karlsruhe, develops customized all-in-one IT solutions in the fields of Identity Management and Communication Services, products for the banking sector, as well as smart card-based applications for the Internet. fun communications has been successfully establishing itself on the market for several years. Deutsche Telekom AG, Lexware, Service Credit Union, Akademische Arbeitsgemeinschaft Verlag and S-CARD Service are just some of the companies who put their trust in solutions from fun communications. The company is actively involved in the Initiativen BITKOM e.V., "baden-württemberg: connected" (bwcon), CyberForum e.V., Mobile Region Karlsruhe, the Initiative GeldKarte e.V., the Freiwillige Selbstkontrolle Multimedia-Diensteanbieter (FSM), and internationally with the OSIS (Open Source Identity Systems) initiative, in the Information Card Foundation, on the Liberty Alliance Project and on the European technology platforms eMobility and NESSI.

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