



## LogMeOnce Password Manager Goes Password-less with PhotoLogin

*Patented PhotoLogin technology enables users to login with a photo in 3 easy steps – snap a picture, approve the authentication request and instantly access – all without typing or remembering a password*

**Washington D.C. – June 28, 2016** – [LogMeOnce](#), a leading cloud-based security solution, today announces [PhotoLogin](#), an unrivaled feature which enables users to log in to any website with a photo. As one of four secure login options offered by LogMeOnce, including Fingerprint Biometrics, PIN and password, LogMeOnce’s patented and patent-pending “PasswordLess PhotoLogin” technology revolutionizes login and authentication behavior, greatly improves security and reduces the risk of hackers by employing Multi-Factor Authentication (MFA) that users authenticate themselves. Users can gain access to their account with PhotoLogin by taking a photo on their desktop and approving (or rejecting) the photo on a chosen trusted mobile device. Unlike using a traditional password, logging in with a photo prevents anyone from stealing your password and eliminates the need to remember or frequently change passwords.

“Traditional passwords are risky, typically weak and are more susceptible to be hacked or duplicated,” says Kevin Shahbazi, CEO of LogMeOnce. “Even protecting passwords with a second factor of authentication (2FA) doesn’t make you invincible to hacks. By default, PhotoLogin adds a third-factor of authentication and lets users authenticate themselves to ensure that login information cannot be duplicated, making this feature one of the strongest layers of defense against hackers.”

PhotoLogin works in three frictionless steps:

1. Click the PhotoLogin icon on the LogMeOnce desktop home screen to snap a picture of yourself or anything near you to reference your current location identifiable to you.
2. The photo is instantly sent to your mobile device for you to verify or reject the image. You can swipe left or right for data such as IP Address, GPS Location and time stamp to tell you when and where the picture was taken.
3. Once you have clicked “Allow” on your mobile device, you are free to start browsing on a desktop.

Each photo expires in 60 seconds and self-destructs after the very first use, so your photo “password” is unique every single time. Unlike Facial Recognition products, LogMeOnce’s PhotoLogin captures the entire scene of a photo, rather than user’s face and it doesn’t require a user to blink or wink. If you don’t want to snap a photo of yourself, you can take a photo of any object nearby like the mug you are drinking out of. LogMeOnce’s use of a photo’s background and scene information adds to the dynamics of image accuracy, distinction and secure Multi-Factor Authentication (MFA). The PhotoLogin process happens in seconds and ensures the user is in control of their account. If you detect an intruder, you have the power to block them, rather than your account being authenticated by a robot or server.

“Without sacrificing the user experience, PhotoLogin replaces passwords with a more secure solution that is not restricted by degree of accuracy,” added Mike Shahbazi, President and CTO of LogMeOnce. “Our patented technology is more intelligent than facial-recognition tools. Other providers use facial recognition technology that requires users to position their face in a specific rectangle to measure their features and compare them to a saved photo in the database, which takes a substantial amount of time. If the way your face was positioned is off, it will be rejected – making the login process a hassle. LogMeOnce recognizes objective data, which is a factual observation, measured data and point-of-view

obtained through the photo's presence, background, ambiance, shades, color, time, etc. The best part is, no one can duplicate your photo and it takes just seconds."

The new LogMeOnce PhotoLogin update is free and is currently available on the browser extensions for Chrome, Firefox, Safari on Windows and Mac, as well as iOS and Android platforms. For more information about LogMeOnce and PhotoLogin, please visit [www.LogMeOnce.com](http://www.LogMeOnce.com).

### **About LogMeOnce**

Confidently helping consumers and organizations protect their identity, data and information with identity and access management solutions, LogMeOnce develops, markets and supports a seamless and secure Single Sign-On, Identity and Access Management productivity suite. As an Independent Software Vendor (ISV), LogMeOnce's security suite includes a wide range of products, productivity solutions, cryptographic and e-security applications. LogMeOnce markets and sells its solutions worldwide directly and through a variety of partners.

### **Media Contact**

Lauren Jaeger

Uproar PR for LogMeOnce

[ljaeger@uproarpr.com](mailto:ljaeger@uproarpr.com)

312-878-4575 x 246