For Immediate Release

Mountain America Credit Union is First to Make Dual Biometric Logins Available for Mobile Banking App

WEST JORDAN, Utah – May 14, 2015 – Mountain America Credit Union continues the tradition of providing its members with innovative technology with the beta release of a biometric mobile banking login feature. Members can log in to the Mountain America mobile app with the swipe of a finger or by using their phone’s camera to image the unique patterns in the eye. Mountain America is the first to combine fingerprint and eye-imaging technology to make biometrics available to all mobile members, having officially launched this feature on May 5, 2015. It’s an optional way to make the log in process faster and more convenient.

“Mountain America is excited to bring this innovation to our members, as biometric features are the future of enhanced online security,” says Shelby Peterson, manager of Product Strategy for Mountain America. “Biometrics not only ensure our mobile products are more secure, but also easier for members to use.”

Biometrics is one more step toward making mobile banking the most user-friendly security feature and enhancing the overall experience a member has with Mountain America. Users can log in to mobile banking without having to remember or enter a complex password. It adds additional layers of authentication, and initial set up is quick and easy.

Biometric login is available to Mountain America members on Apple devices and newer Android devices. The beta release allows for product refinement and supports the creation of an optimal member experience moving forward.

Mountain America developed this technology with Access Softek for the mobile banking platform side, and EyeVerify for the Eyeprint ID™ technology.

For fingerprint authentication, the image sensor on the device scans the fingerprint, analyzes the ridges and converts it into a mathematical code. That code is stored in the mobile device and used to compare against future scans. Users can add up to five fingers, and the device can read fingerprints from any angle.

EyeVerify works by using an individual’s unique eyeprint. The eyeprint is the map of blood vessels in the whites of the eyes, which is unique to each person. Each person has two eyeprints in each eye. The initial enrollment process takes less than a minute, and will capture the eyeprint on a smartphone or tablet camera. After that, logging in using Eyeprint ID is as easy as taking a selfie.
Mountain America Credit Union has more than $4.5 billion in assets and serves more than 525,000 members, wherever they are, through online and mobile banking, 84 branches in five states and access to more than 30,000 ATMs and 5,000 shared-branching locations nationwide. With roots dating back to the 1930s, Mountain America offers a variety of financial products and services for consumers and businesses, including savings accounts, auto loans, checking accounts, mortgage loans, business checking, student loans, SBA loans and retirement options. Visit www.macu.com for more information.

Media Contact:
Nanette Graviet
Mountain America Credit Union
801-325-6314
ngraviet@macu.com