

Security Solutions For Websites

Protection for site owners from transaction fraud by bots and botnets

The Cernious Advantage

Certainty that transactions are conducted by humans and not by bots

Dynamic security that's always ahead of evolving bot capabilities

New revenue streams for site owners by increasing advertising inventory (optional)

Simple implementation that seamlessly integrates with your website

User-friendly, reducing barriers for legitimate site transactions

Contact Cernious

Tim Brown
Tim@Cernious.com
(801) 673 – 3322
www.Cernious.com

Cernious Certainty Solutions

Cernious capitalizes on humans' unique ability to discern order from within chaos to ensure that transactions online are, in fact, conducted by humans – and not malicious automated programs otherwise known as bots

Enterprise CAPTCHA

Today's CAPTCHAs (Completely Automated Public Turing test to tell Computers and Humans Apart) are becoming more difficult to use by valid customers as well as rendered less secure by increasingly sophisticated bots.

Cernious's next-generation CAPTCHA solution leverages breakthrough technology to dynamically increase the effectiveness of CAPTCHAs while being even easier for site users to read – removing barriers to successful site transactions

Bots can't read what they can't see – our dynamic CAPTCHAs not only render bots harmless, they can be easily updated to stay well ahead of evolving bot capabilities



To increase security, traditional CAPTCHAs become un-readable



Cernious CAPTCHAs are easy to read – and are continually more secure

Customizable Solutions

- Registration validation: site registration, e-mail accounts
- Transaction fraud: eCommerce, blog responses
- Ad support: increase ad inventory
- Licensed: unlimited use, plug in your own images and ads

Cernious Enterprise CAPTCHA

*Screening Out Bots Conducting
Fraudulent Online Transactions*

Market Comparisons

Feature	Traditional CAPTCHA	Cernious Enterprise CAPTCHA
Text-based CAPTCHAs	✓	✓
Image-based CAPTCHAs		✓
Options for Visually Impaired Users	✓	✓
Easy to read		✓
Dynamic Security		✓
Low-cost implementation	✓	✓
Additional Revenue		✓

Implementation Alternatives

We offer several implementations customized to your needs:

Licensed – flexibility for site owners with strong brands or non-commercial needs

- APIs to customize CAPTCHA backgrounds and behavior
- Complement existing ad serving capabilities – embed your own ads, logos, or corporate messages

Ad supported – compelling new advertising inventory embedded directly into a site's required navigation

- Free for site owners and site users
- Additional revenue for site owners

Cernious – Think Outside the Bots
