

Media Release

Zurich, September 14, 2017

Swiss premiere: Sunrise turns customer identification digital with the Sunrise ID Checker.

- **Online shoppers are hampered by paperwork and the need to be present in person.**
- **Sunrise, The Unlimited Company, lifts more barriers as it pilots the Sunrise ID Checker.**
- **Many Sunrise processes - prepaid product and subscription orders, phone number ownership changes, number and name changes, subscriptions or prepaid contracts for other people (like customers' children), number porting and much more - will soon be completely digital.**
- **The ID Checker, developed by Sunrise and PXL Vision AG, enables digital identification and document exchange. Its ID scan, digital signature, face recognition and document scanning features mean no more place and time constraints for customers.**

"The Sunrise ID Checker is yet another characteristic move for Sunrise, The Unlimited Company. We will lift barriers and give our customers added value by enabling them to interact with us in a digital way from beginning to end. The Sunrise ID Checker also demonstrates the importance of partnering with innovative small businesses in Switzerland. Through our partnership with PXL Vision, other companies and public service providers can also benefit from the straightforward Sunrise ID Checker solution," says Olaf Swantee, Sunrise CEO.

Many transactions can be handled online. However, for many more, especially in business segments that deal with large volumes of transactions - including telecom service providers, retailers, credit and leasing providers, rental and purchase contracts or interactions with public organizations - the digital process stops at some point. The customer then has to go to a certain place at a certain time and provide proof of identification. This can often be very inconvenient. With the Sunrise ID Checker app, this inconvenience will soon be a thing of the past for Sunrise customers.

"We are pleased to announce that our collaboration has delivered a solution that allows the sales process to be completely redefined, by enabling reliable customer identification without the customer being there in person. As a natural successor to paperwork and a scanner mouse, the Sunrise ID Checker will initially be used at points of sale. With this solution, retail employees can boost their sales performance, ID security and data quality can be improved, and the process of signing contracts can be simplified for customers," says PXL founder Karim Nemr.

The Sunrise ID Checker is in the test phase at six Sunrise centers so far (Zurich Airport, Glattzentrum, Oerlikon Octavo, Zurich Bahnhofstrasse, Rapperswil and Basel Gerbergasse). The app will now be optimized and refined further, based on customer feedback, before becoming available for download to Sunrise customers, most likely in the fourth quarter of this year. At that point, the requirement to be present in person for many processes - for example, signing up a contract with Sunrise - will be a thing of the past.

Straightforward and totally digital

The process is really simple. When a customer orders something, for example a Sunrise Freedom subscription, online, they will receive a QR code by e-mail. The customer will then simply scan the QR code with their smartphone, scan the front and back of their ID, record a video selfie, and sign on the smartphone using a stylus or their finger. That's it. The valid contract documents are then available immediately in the customer's My Sunrise account.

Digital contract signing and identification processes can be performed anywhere and everywhere using the Sunrise ID Checker. This takes away the need for physical contract signing and showing ID to delivery companies. With the integrated document scan function (photo to finished PDF), all correspondence can be handled and completed digitally in My Sunrise.

Suitable for retailers and service providers too

The Sunrise ID Checker has been jointly developed by Sunrise and PXL. PXL's technology makes capturing customer data quickly and securely possible, while the straightforward and intuitive user interface makes things more convenient for customers. The vast majority of commercial sales and public service processes can be turned digital easily with the ID scan, face recognition, digital signature and document scan features.

High-quality video is critical for accurate face recognition and identification. As such, the Sunrise ID Checker is compatible only with the iPhone 4S or later models, and Android phones with Android 5.0 or later versions. Customers' video clips are deleted once identification is complete (after a maximum of ten days). During the first phase, the face recognition sequence is checked in the Sunrise BackOffice on the basis of the ID document. After that, it will be automated step-by-step. No data is saved on the smartphone. Data security is completely ensured by the ISO 27001-certified Sunrise Information Security Management System.

The Sunrise ID Checker conforms to new requirements of Swiss Federal Law on the Monitoring of Postal and Telecommunications Traffic (BÜPF) with regard to the storage of digital ID copies and it's also suitable for use in many areas outside the telecommunications industry. Sunrise and PXL are offering the Sunrise ID Checker to interested companies as either an integrated solution or a development model.

About PXL Vision AG

[PXL Vision AG](#) (PXL) is a Swiss high-tech company founded by former key employees of Dacuda AG, an award-winning computer vision company that sold its 3D division to Magic Leap in the beginning of 2017. PXL develops unique software solutions powered by latest Computer Vision, Artificial Intelligence and VR/AR algorithms. PXL's solutions integrate neatly with mobile or stationary camera based devices including AR/VR headsets, making customer operations more efficient, cost-effective and secure. PXL's team of more than 20 dedicated software experts and industry professionals has a proven track record in developing and deploying mass market proven imaging products that are used by more than a million people worldwide. PXL is headquartered in Zurich, Switzerland, with R&D centers in Novi Sad, Serbia, and Yerevan, Armenia.

- [Video Sunrise ID Checker](#)

Sunrise Communications AG

Corporate Communications
P.O. Box
CH-8050 Zurich
media@sunrise.net
www.sunrise.ch
Phone: 0800 333 000
Outside Switzerland: +41 58 777 76 66