



PRESS RELEASE

'Sudoku' grid to give passwords the heave-ho

A grid of numbers looking a bit like a Sudoku game – and an easily memorised pattern or shape – is set to finally get rid of passwords according to its two British inventors.

Shayype™ is many times more secure than passwords, gives users new hacker-resistant login codes every time, yet is far easier to recall and use than passwords.

Already one UK firm - leading insurance quotation site 3XD – has announced plans to trial Shayype as soon as possible to protect customers and its own website from hacking. CEO David Fulluck said: "Urgent action is required across the financial technology sector in the wake of the alarming number of hacks and data breaches currently happening. But until now, the big question has been – how? What's so interesting about Shayype is that it takes vulnerable static passwords out of the equation completely, but is easier to use."

Now electronics engineer Jon Beal and journalist Jonathan Craymer who came up with the new system hope members of the public and businesses will help them fund vital testing on thousands of people.

Mr Craymer said: "Arguably cyber-crime is the biggest danger we all face right now. Anything connected to the Internet, which apparently now even includes medical devices, can be hacked so easily because fixed passwords or ID codes are still the attackers' favourite way in. The answer is to have something where the code you enter changes every time, without increasing complexity or making people carry devices.

"We're hoping managed to do something the tech giants failed to do – finding a simple replacement for passwords, PINs, door-codes etc. But Shayype is far more than this. We hope it will give back ordinary people the control they deserve over aspects like identity, privacy and trust."

For more information about Shayype's crowdfunding campaign visit <https://www.leocrowd.com/projects/730/Shayype:-Redesigning-Passwords>.

Release date: Immediate

For further details contact Jonathan Craymer at Shayype (jcraymer@shayype.com 07770 875659), David Fulluck at 3XD (david@3xd.co.uk 07534 652558) and David Johnstone at LEOcrowd (david@leocrowd.com).

About Shayype

In 2015 Shayype's (www.shayype.com) development was kick-started by a grant from the UK Government's Smart Cities Demonstrator programme, administered locally by development agency Opportunity Peterborough. A GB patent has recently been granted, covering a key part of the way Shayype stores users' secrets. By employing simple graphical patterns or shapes (eg 'ticks', L-shapes etc) - which are set up just once at the outset and never change - users read off 'new' login codes from small grids of squares containing random numbers. The company Jon & Jonathan set up (Cloud-pin Ltd) was incorporated in Peterborough in 2013. Jonathan has spent the last 12 years developing innovative information security solutions, while Jon is a specialist in electronic engineering, software design and web-site creation who has worked for Philips, IBM, BT and many others.

About 3XD

3XD is a specialist insurance provider based in Preston, Lancashire (www.3xd.co.uk) offering a range of general insurance products to customers through financial intermediaries. 3XD's specialist range of general insurance products are only available through its own registered financial intermediaries and not directly to the public. The company is authorised and regulated by the Financial Conduct Authority.

About LEOcrowd

LEOcrowd (www.leocrowd.com) is a global reward-based crowdfunding platform based in London that connects Project Creators with Project Backers from across the world, whose purpose is to 'set entrepreneurial spirits free'. With its existing global footprint, its acceptance of Digital Currency as a payment method and the education and support provided, it aims to become one of the world's largest business incubators. LEOcrowd is fast becoming a collaborative hub for

entrepreneurs, start-up businesses and those with ideas to launch to the world.

Cloud-pin Limited, Eco Innovation Centre, Peterscourt, City Road, Peterborough, Cambridgeshire, PE1 1SA, UK
T +44 (0)843 320 9869 F +44 (0)843 320 5347 E info@shayype.com W www.shayype.com Registered Office
1 Ramsay Court, Kingfisher Way, Hinchingsbrooke Business Park, Huntingdon, Cambs PE29 6FY. Company
Registration Number 8624252. Registered in England and Wales.