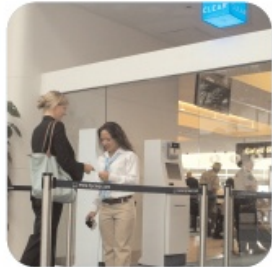


CLEAR™



CLEAR™

VERIFIED  
IDENTITY  
PASS, Inc.



## Agenda

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- What is Registered Traveler?
- Who is CLEAR?
- Current Status – Airports, Partners, TSA
- Current Research
- How Do I Enroll?
- Privacy
- Benefits to the Traveler
- Future Expansion

## What is Registered Traveler?

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- Program in which applicants who are vetted receive a biometric smart card for use at a dedicated, expedited, security line at the airport
- Program participants can use the same card at every registered traveler line across the country – all programs within the country are interoperable
- Privately run program – paid for by the private sector
- A solution for long airport lines and poor customer service
- Reduces “hassle” of travel, and saves time



The biometric smart card (the “Clear Card”) in use in Orlando.



## What is Clear?

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- Only company currently operating a registered traveler program
- Major investors: GE, Lockheed, Lehman Brothers and others
- Focus on privacy, customer service and security
- SAFETY Act coverage indemnifies airport and airline partners
- Selected by JFK – BA Terminal 7, Cincinnati, San Jose, Indianapolis, Toronto and Orlando Airports
- Currently bidding on Denver International Airport
- Founded 2003 by Steven Brill
  - Experience in building subscription-based businesses reliant on renewals (*American Lawyer Magazine*) and introducing new products (*Court TV*)



## What is Clear?

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- Eligibility – US citizens and permanent foreign residents aged 12 and over
- Fee - \$99.95 = \$69.95 Clear membership fee + \$30 TSA Vetting Fee
- Traveler would provide:
  - Some basic background information
  - Two forms of identification
  - Biometrics – 10 fingerprints and 2 iris scans
  - Approximately 20 minutes of their time

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## JFK, SJC, IND, CVG are Clear



- TSA has approved advanced online registration at JFK, SJC, IND, CVG to launch CLEAR Registered Traveler
- Clear members can use their card at Orlando and any other TSA Registered Traveler approved airport
- In-Person enrollment expected to begin shortly
- Lanes will begin to open in Late October / Early November



## Strategic Sales Partnerships

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Cars – Hertz

Hotels – Hyatt

Airlines – British Airways

Credit Cards – VISA USA

TMCs– CWT, BCD, HRG, Radius, AAA, Orbitz

Suppliers – MilePort, Luggage Forward

Near Term – Parking, Cruise Lines, Retail  
Partnerships, Kiosk Sponsorship



# JFK Terminal 7 is CLEAR



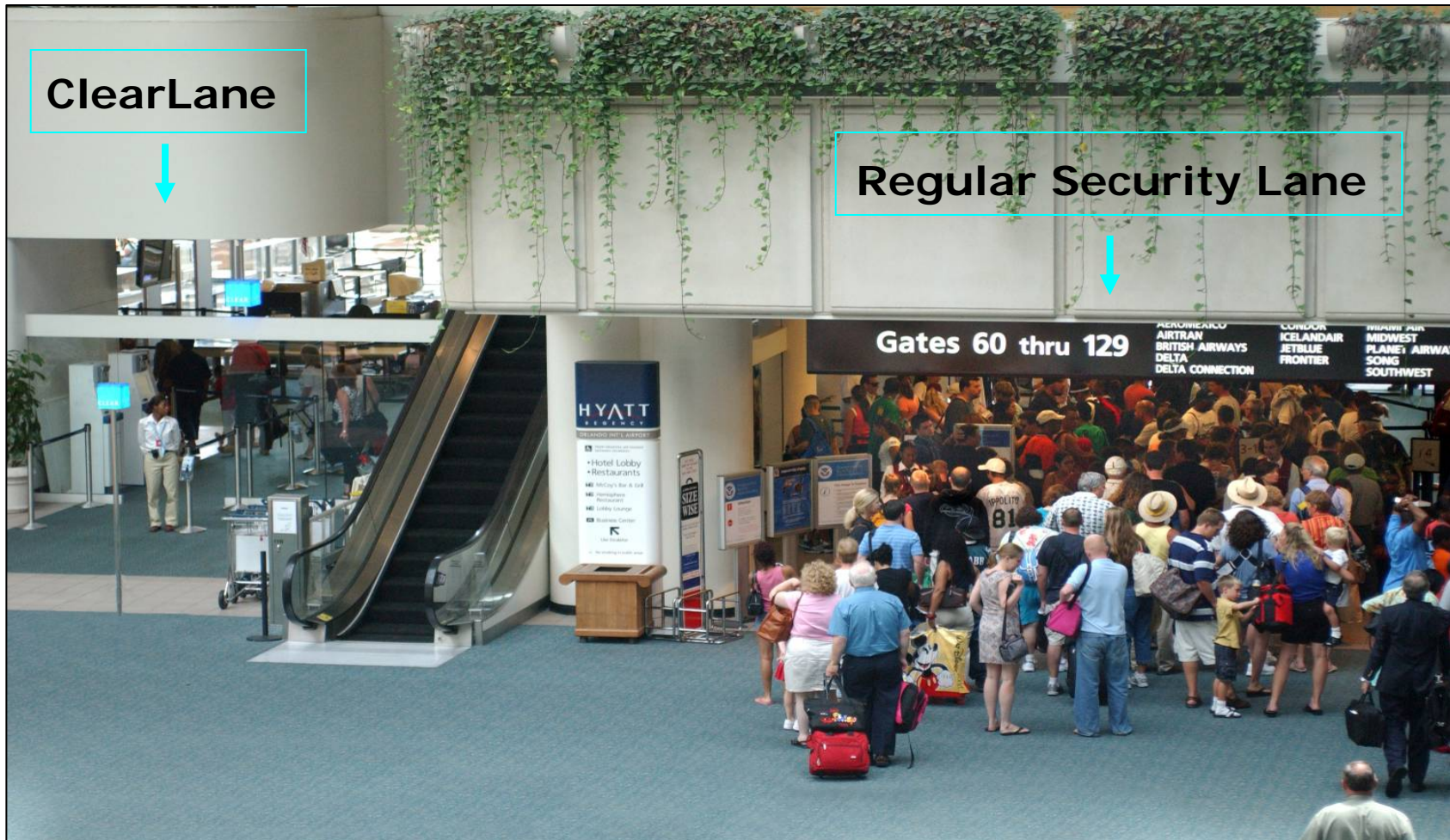
- Operating since June 21, 2005
- Over 28,000 Orlando members  
– 200,000 passages
- Processing 3x more passengers
- 7 second wait times and 2.2 minute process time (average)
- Positive local and national press generated
- Nearly 100% renewal rates



Mobile Enrollment at SunTrust Bank in Orlando.

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# A Typical Day at the Orlando Airport





### USA Today MileTracker Forum

- 82% say they would be more likely to fly on an airline that offered a registered traveler lane than one that did not.
- 79% say they would be more likely to take short haul flights if they could get through airport security in less than ten minutes every time they flew.
- 64% say they would be willing to use their frequent flier points to purchase a membership in a registered traveler *program*.



## Current Research

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### NBTA

- 93% of U.S. Travel Managers endorse RT
- 90% would recommend RT be reimbursable

### ACTE

- Only 7% of global corporate travel managers had privacy concerns

- Each individual completes an online application at [www.flyclear.com](http://www.flyclear.com)
- Applicants provide basic biographic information, etc. required by TSA
- Average enrollment time of 15 minutes or less



The screenshot shows the FlyClear.com homepage layout. At the top left is a hand holding a CLEAR Registered Traveler card. To the right are navigation buttons for 'Fast.', 'Convenient.', 'Secure.', and '>SIGN ME UP'. Below these are links for 'ABOUT CLEAR', 'AIRPORTS', 'QUESTIONS', 'PRIVACY', 'MY ACCOUNT', 'CONTACT', and 'SIGN ME UP'. The main content area features the heading 'Fly through airport security' followed by a paragraph about the program's benefits. Below this are sections for 'ORLANDO IS CLEAR' and 'INDIANAPOLIS, CINCINNATI AND SAN JOSE ARE CLEAR', each with a short paragraph. A quote from Robert Schwartz is included. On the right side, there is a 'CLEAR' logo and a list of 'Clear Airports' (Orlando International Airport) and 'Coming Soon' airports (Cincinnati Airport, Indianapolis Airport, San Jose Airport). At the bottom, there is a footer with links for 'PRESS ROOM | CAREERS | SITE MAP | LEGAL NOTICE | ONLINE PRIVACY | CORPORATE INFORMATION'.

[FlyClear.com](http://FlyClear.com) Homepage

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## In Person Enrollment



Clear airside enrollment station in Orlando

- Clear will bring a mobile enrollment kiosk to companies enrolling 250+ employees or more
- Driver's license and passport are validated
- Iris and fingerprint images are captured
- Application is passed to TSA for security threat assessment, which takes about three to ten days
- Average enrollment time of 8 minutes



# The Importance of Privacy

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Our privacy policies are consistent with our values— and central to the success of registered traveler.

## Our Promises

- No Tracking – We do not track when and where members use their Clear card. This information is never captured or stored.
- No Name Sharing – We do not share ANY member information with outside parties, including a corporation.
- Total Information Security
- Unprecedented Accountability and Transparency

## How We Will Keep Those Promises

- Annual Independent Audit
- The Independent Privacy Ombudsman
- The Clear Identity Theft Warranty™
- Notice of Improper Dissemination of Personal Information



## Customer Service

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- 24-7 customer service call center and email support
- Clear attendants greet and assist members at the airport
- Consistent positive customer feedback

"You guys are wonderful. Unheard of customer service in 2005! I really appreciate with my busy schedule you take care of all the "little things"!!" – Kimberly T., Clear Member comment via email

"It is refreshing to be greeted with a smile. I appreciated the helpful hand as I struggled with my luggage while reaching for my wallet." – Clear Member comment from written Feedback Cards

## Using the Clear Lane



- The Clear member shows his Clear card and boarding pass to the Clear attendant.
- The member validates his or her biometric.
- The member proceeds through the metal detector and bags go through the x-ray machine.
- A Clear “conciierge” assists member in divesting.



- Kiosk features explosives trace detection and a Quadrupole Resonance Shoe Scanner.
- Currently in final phase of testing in Orlando.
- This equipment will lead to additional benefits for registered travelers such as enabling them to keep their shoes and jackets on.



Enhanced lane verification equipment created by Clear and General Electric

## Current:

- Solves top 3 frequent flier frustrations: long lines, inability to predict how long the line will be, and inconsistent security policies across airports.
- Clear gives fliers an expectation of processing time and experience.
- Concierge service helps with divesting.
- Selectee status exemption
- No provider will track individuals use of card.



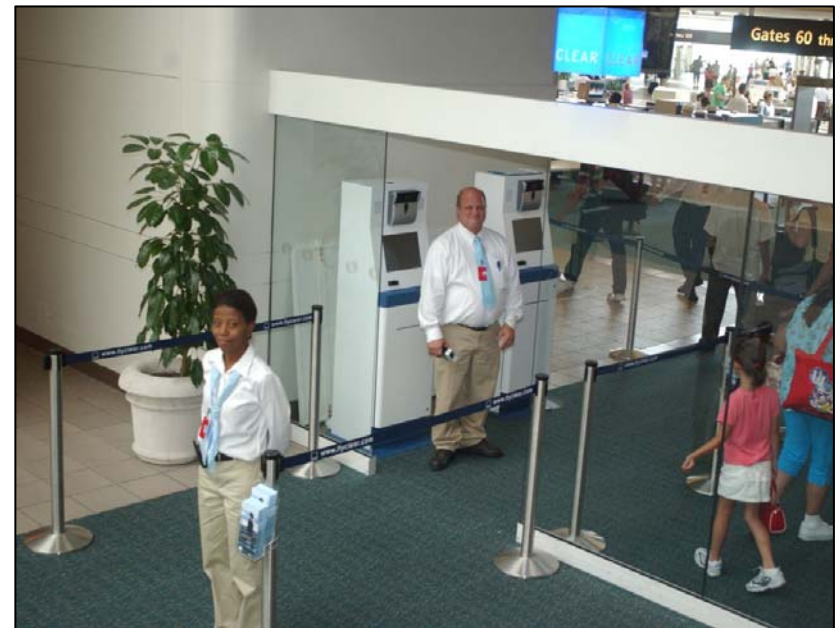
## Nationwide roll out:

- Access to a national network of fast lanes at other airports operating registered traveler programs with no additional fee, regardless of provider.
- Additional benefits such as being able to keep shoes and coats on while going through security.
- Potential for tie in to international programs and to allow for departure of members to international destinations.



Clear's next generation kiosk being tested at MCO.

- Reduces stress and the “hassle factor”
- Productivity increases
- Better predictability of schedule
- Extremely valuable employee HR benefit
- Corporate On-Site Enrollment
- Fewer complaints from travelers



- TSA gave permission to approximately 25 airports to roll out this year, including Cincinnati, Indianapolis, and San Jose and JFK (who have already selected Clear to be the provider).
- TSA also allowing LAX, ATL, CHI, DEN, JFK, MIA, BWI, FLL, DCA, IAD, ANC, HSV, JAX, CMH to roll out in 2006.
- Interoperability - US RT Lanes – One Card
- Watch List Solution in conjunction with AA/E/ACI
- International Expansion

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# What can my company do?

