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Hungarian-founded big data startup wins global online signature verification comp

October 2, 2015, 12:00 pm

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Hungarian-founded startup Cursor Insight won the global "SigWIComp2015" online signature verification competition, thus it rightfully claims it has built "the world's most accurate handwritten signature analysis algorithm."

"We have built the world's most accurate handwritten signature analysis algorithm," stated the team at **Cursor Insight**, a UK and Hungary based startup, after winning the global "SigWIComp2015" online signature verification competition.

Academic teams and global software companies competed in correctly identifying the authors of handwritten signatures at the event. The competition is organized every two years by the German Research Centre for Artificial Intelligence. This year, signatures from 30 different people were captured using digital pens. Competing algorithms had to tell apart original signatures from skilfully forged ones. As the result of the small team's hard work and innovative approach, Cursor Insight's prediction software came out on the top of the race.

The startup founders explained the significance of the achievement: "When it matters whether a digitally captured signature is genuine or forged, we can provide an automated biometric signature verification tool that is far more accurate than the everyday human verifier. Not to mention that our technology is faster, cheaper and doesn't get exhausted even after verifying millions of signatures."

Cursor Insight's technology offers versatile digital signature solutions: "We are able to process signatures on mobile screens, tablets or the ones recorded with special signature devices that many banks and retailers readily use. Beyond simply identifying the signer, we can also place legally binding, encrypted electronic signatures on documents such as commercial contracts."

Now that the company aced the verification of digitally captured signatures, its next project is categorize online users based on their unique cursor movements while people are browsing on a website. "Fine-motor movements of hands and fingers that are required to use a touchpad or a smartphone are very unique to individuals. These movement patterns can even be traced back to specific personality traits. Cursor movements are essentially your emotional signature" explained Tamás Zelczer, CEO of Cursor Insight. The company is currently testing its cursor movement based personality profiling solution with thousands of users in the USA and UK.

The goal is to help to personalize websites for user groups that share certain personality traits, without having to individually follow users on the Internet. While the concept of other website optimization technologies is to identify returning users with cookies, Cursor Insight's solution imitates the experienced high-street car dealer who will know whether to talk about performance or the colour palette just by observing the customer's nonverbal communication.

There are obvious web and computer security applications of the technology as well. The algorithm is able to detect sudden or unexpected changes in the way someone moves the mouse or a mobile device. This can trigger an alert and Facebook or your online bank could ask for a secondary password or email authentication if there is a suspicion that an unauthorized person is using your account.

Classification of online users based on cursor and mobile device movements has indeed a huge potential and it may easily become an inevitable technology for banks, online retailers and advertisers in the not so far future.

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