



[www.freeple.net](http://www.freeple.net)



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## PRESS RELEASE

**Freeple was born from the needs of a Disabled Person.**

**Credit Cards and Cash Point Cards easily usable and super – safe. Personal Identity and Credit are now safe from frauds!**

Meda (Milan), 28<sup>th</sup> January 2005

### The Idea

«In my work I have to travel and I always need to be accompanied by someone because I am Disabled. I must load myself with cash because I cannot be the holder of a credit card since I cannot sign. I travel at risk, I have to give up a comfortable and useful instrument. But one day, in the faraway 1996, I woke up and I thought about a solution: it would have been enough not to have to sign the tickets to be able to use the credit card without having to sign. This solution was possible and I patented it!

I designed a solution which is now called **Freeple** and I found out that my idea is also, *and maybe mainly*, useful for those who are not Disabled and who have been living for years in the nightmare and damage of fraud and ...»

### Usability

Freeple pensions off the static PIN and introduces the Variable Identities. The signature is replaced by a PIN which changes every 60/120 seconds assigning to the user an “electronic signature” which is always different, and which consequently can only be spent once. These Variable Identities follow their user thanks to a hardware support of small dimensions that is equipped with safety devices that make it unassailable to fraud (and I am not only thinking about the user’s distraction).

iPiv – interactive Personal Identity Vade mecum – this is the name of the hardware, thanks to its characteristics can be safely used also by a Disabled with very reduced residual abilities. Let’s think, for example, of a Disabled person that is blind and paralyzed.

### Security

Freeple exponentially increases Security thanks to the Variable Identities which not only change in a very short period of time, but which also become obsolete as soon as they are “spent”.

Variable Identities are set in two different locations: inside the iPiv and in the Host of the Company that will manage the service. The two files are identical, univocal and synchronized also in cases of different time zones. Freeple’s Security also means comfort: one single iPiv will be able to manage several Credit Cards, also from different companies.

Freeple does not replace what already exists. Freeple can integrate with all the existing supports, from the classic embossed number card down to the microchip card.



The image shows an iPiv prototype. Please note, on the display, the 108 seconds before the expiration of the current electronic identity.

(\*) This figure, rounded down, comes from I.N.P.S. – Istituto Nazionale di Previdenza Sociale (National Pension and Benefit Institute). Try and multiply, with all the necessary adaptations, this value on a world scale.

The integration also concerns the data processing systems. The manager of the Variable Identities does not know the different users of these Identities: also this detail means Security.

### Advantages

These are several and different:

For those who have no problems of disability

- a. Credit Cards, Cash Point Cards and other cards will reach such a level of security, that they will no longer be a “subject” in the news.
- b. Spending on the Web will no longer be an “Act of Faith”, but a pleasure.
- c. It will no longer be necessary to remember Static Pin to spend using Cash Point cards or ...
- d. A higher level of security means that these instruments can be extended to younger people.
- e. ...

For Disabled People

- a. To be able to be, in the end and at least for the aspects we are dealing with, subjects of our time and no longer figures at the margin of a blind and foolish progress.
- b. If it is meant that also the Disabled use Credit Cards and Cash Point cards, we might as well do it with the added value of Freeple, which will improve all the systems now in use.

### In detail

For more details and considerations, please consult the Freeple site, [www.freeple.net](http://www.freeple.net), where you will also find practical Downloads of information and graphic material.

### Conclusion

Freeple, as a solution, has existed since the 27<sup>th</sup> February 1997. If frauds still exists it is because, maybe, this is profitable for many people. If no solution is given to Disabled people, it is because nobody really cares about the problem of their autonomy. Just as nobody cares about the more than 15 Billions of Euros<sup>(\*)</sup> spent on invalidity benefits and carer allowances which could instead increase the turnover of those who manage Credit Cards, Cash Point Cards, E-commerce and ... The Disabled are in fact the first users of new technologies and they are so out of necessity. Obviously these innovations must be “Accessible”! No Freeple? No care for your future: You are born a Disabled, but you could also become one!



To your conscience the understanding ...

**Important:** since we do not have the possibility to monitor all the press, please inform us of any article you write about Freeple. Thank you very much!