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Mitek Announces Availability of New Mobile Web Capture for Driver Licenses

Browser Based Mobile Capture Helps Double the Number of New Accounts Booked

SAN DIEGO, May 5, 2015 (GLOBE NEWSWIRE) -- Mitek (Nasdaq:MITK) (www.miteksystems.com), the leading innovator of mobile capture and identity solutions to improve customer acquisition, today announced the availability of its Mobile Photo Account Opening™ for the Mobile Web. This new technology significantly improves funnel metrics by reducing abandonment. This is accomplished by enabling consumers to take photos of driver licenses from the mobile browser to easily pre-fill data into forms.

Mitek's new Mobile Photo Account Opening for Mobile Web provides a fast, accurate and seamless user experience for consumers because there is no application to download. Users interact with the camera directly from their mobile browsing session, causing no disruption in the mobile enrollment process. Mobile Photo Account Opening for Mobile Web optimizes the mobile user experience for DDA account opening, credit card applications, loan origination and more.

"Businesses are clamoring for a tool to increase the effectiveness of the mobile channel for customer acquisition," said James B. DeBello, president and CEO of Mitek. "Data from early adopters indicates that Mobile Photo Account Opening for Mobile Web at least doubles the number of new accounts booked."

It is also easy for businesses to implement. Simply embed the Mitek Mobile Web Capture SDK into a mobile website for a turnkey image capture solution. The proprietary technology provides real-time guidance to enhance image capture. Mitek Mobile Web also ensures that no images are saved to the consumer's mobile device to maximize security.

Mobile Photo Account Opening for Mobile Web is available now. To learn more, visit http://www.miteksystems.com/solutions/products/mobile-photo-account-opening or contact sales@miteksystems.com.

About Mitek

Headquartered in San Diego, CA, Mitek (Nasdaq:MITK) is the leading innovator of mobile capture and identity solutions to improve customer acquisition. Mitek's patented mobile capture technology automatically scans images of financial and personal documents and then extracts relevant data. This enables consumers to use the Camera as a Keyboard™ to reduce friction for mobile check deposit, account opening, bill payment, insurance quoting, and many other use cases. This innovative technology is licensed by more than 3,700 organizations and used by tens of millions of consumers enabling increased customer acquisition, retention and operational efficiency. www.miteksystems.com MITK-G

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