

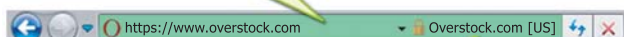
VeriSign Extended Validation SSL® and Microsoft Internet Explorer 7®

+ Extended Validation SSL Certificates

The most significant advance for the World Wide Web's secure backbone in over a decade

The CA/Browser Forum, a consortium of Certificate Authorities (CAs) and browser providers including VeriSign and Microsoft, recently created a new class of Web site identity authentication — the Extended Validation (EV) SSL Certificate standard. EV SSL Certificates require Web sites to pass a stricter identity verification process than required by traditional SSL Certificates. These new certificates also trigger a more noticeable secure user interface in the latest high-security browsers for visitors to Web sites with an EV SSL Certificate. The address bar in Microsoft IE7 turns a highly visible green color to immediately signal the presence of identity information. A field on the right of the address bar toggles between the name of the Web site organisation and the issuing CA, such as VeriSign.

Get the green address bar



Security status bar toggles between your organization name...



... and the CA that performed your Extended Validation authentication.

The combination of rigorous vetting and the highly visible “green bar” interface should inspire a higher level of consumer confidence in the trustworthiness of a Web site — confidence that has eroded over time due to the dramatic increase in phishing attacks. Web sites with EV SSL Certificates are expected to see an increase in the number of transactions completed by consumers as a direct result of this increased level of confidence.

Benefits

- Increases consumer confidence and trust
- Higher online transaction completion rate
- Competitive advantage versus sites without EV
- Strong defense against phishing attacks

Features

- Very visible “green bar” interface immediately identifies your site
- Security status bar displays your organisation name and your trusted CA
- Highest industry standard for identity authentication
- VeriSign Secured Seal with EV Upgrader™ with automatic upgrade for all IE7 users

Microsoft IE7 is the first browser to support this new standard and VeriSign, the SSL Certificate provider of choice for over 93% of the Fortune 500 and the world's 40 largest banks, was the first company to issue an Extended Validation SSL Certificate.



+ EV Upgrader™

Automatically upgrades all IE7 users to the Extended Validation “green bar” interface

EV Upgrader™ is the first technology to enable all IE7 on Windows XP client systems to display the green address bar, organisation name, and other Extended Validation interface conventions. EV Upgrader works by prompting existing root update functionality in IE7 for Windows XP on visiting client systems and therefore enabling the IE7 client to “recognise” the SSL Certificate’s EV status. Without EV Upgrader, only IE7 for Windows Vista clients are sure to see the green address bar.

The first time an IE7 user running Windows XP visits a site with a VeriSign EV SSL Certificate the EV Upgrader will prompt the user’s browser to contact a root store service maintained by Microsoft and install the VeriSign EV root. Once a client system has a specific EV SSL root installed that client will experience “green bar” behavior whenever connecting to a valid EV SSL Certificate on that same root.

To make EV Upgrader as easy to use for site administrators as possible, VeriSign has built it right into the VeriSign Secured Seal, which is included as part of your EV SSL Certificate purchase.



The VeriSign Secured Seal seamlessly and invisibly prompts existing root update functionality in IE7 for Windows XP on visiting client systems to enable “green bar” functionality.

Benefits

- More end users see the “green bar” and security status bar
- Seamless and invisible to clients
- Effortless to install

Features

- Automatic upgrade for all IE7 users running Windows XP
- Built into the VeriSign Secured Seal
- Provided at no charge with the purchase of a VeriSign EV SSL Certificate

+ about VeriSign

VeriSign, Inc. (Nasdaq: VRSN) operates intelligent infrastructure services that enable and protect billions of interactions everyday across the world’s voice and data networks. Additional news and information about the company is available at www.verisign.com.au.

Visit us at www.Verisign.com.au for more information.



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