

[Fujitsu Computer Products of America, Inc.](#), a wholly owned subsidiary of [Fujitsu, Ltd.](#) and Voce client since 2001, has historically been responsible for hard disk drive, scanner and magneto optical product development, distribution, sales and marketing in the Americas. In May 2005, however, the company was given ownership of a new biometric security product that uses palm vein pattern recognition for personal authentication – since branded [PalmSecure](#).

The product had been available in Japan since early 2005, implemented at the [Bank of Tokyo-Mitsubishi](#) (BTM) for high-limit ATM withdrawals, [University of Tokyo Hospital](#) for access control to high-security areas and, most recently, at a [Tokyo public library](#) as an alternative to the traditional card check-out.

While the product was achieving success in Asia due to its impressive accuracy and user friendly design, there were a number of challenges associated with entering the U.S./Canadian market including a lack of public awareness, no established customer references and no U.S. spokespeople qualified to pre-brief the media and analyst communities.

To compensate for the lack of internal and customer support, Voce developed a strategy targeting an exclusive North American unveiling in a top-tier publication with irreproachable authority. The strategy was to establish de-facto credibility for the technology early on, setting the tone for subsequent coverage. Voce targeted the *Wall Street Journal* to help Fujitsu reach senior executives inside the financial, healthcare and federal markets where it could then reference adopters at home in Japan. In July 2005, the *Wall Street Journal* ran an article titled, "[New Biometric Identifier is at Hand](#)," setting the stage for a captivating story. Since that time, PalmSecure has been covered by many mainstream and vertical outlets including the [CBS Early Show](#), [CRN](#) and [Health Management](#).

By setting the bar high from the outset, Voce ensured that Palm Vein Authentication Technology was seen as the next big trend in biometric security creating a PR "pull" mechanism that led directly to inbound briefing and information requests from outlets including ABC, CBS, *The Washington Post*, *The New York Times*, *Forbes* and *Popular Science*. In addition to traditional media, the buzz also caught the attention of CSI New York producers and the product was featured on the "[Manhattan Manhunt](#)" episode on Nov. 9.

To sustain the momentum generated during the initial launch, Voce deployed a number of press outreach tactics including an education campaign, ongoing outreach to op-in media, and exploration of non-traditional media venues - such as podcasts, [a post](#) on Om Malik's blog and a satellite media tour, in conjunction with the 2006 Consumer Electronics Show (CES), which yielded 140 total broadcast news hits with visibility in every major U.S. DMA.

Voce also championed the technology story through an ongoing cycle of prestigious awards including the 2005 *Wall Street Journal* "[A Better Idea](#)" [Innovation Award](#) and the [2006 CES Innovations Award](#) for biometrics.

Six months after the initial announcement PalmSecure authentication has gained mass public awareness; a remarkable achievement when you consider there is still not a single U.S. installation.