



May 9, 2017

Mitek's CMO to Showcase Benefits of Mobile Identity Verification at Digital Travel Summit

SAN DIEGO and LONDON, May 09, 2017 (GLOBE NEWSWIRE) -- Mitek (NASDAQ:MITK) (www.miteksystems.com), a global leader in [mobile capture](#) and identity verification software solutions, announced that Chief Marketing Officer, [Kalle Marsal](#) will speak at the [Digital Travel Summit](#) event in Las Vegas on Tuesday, May 9, 2017. Marsal will be featured as part of the Mobile & Innovation track's Innovation Spotlight.

"There is a huge and largely untapped opportunity for incorporating digital identity verification to improve the digital travel experience," said Kalle Marsal, Chief Marketing Officer, Mitek. "This technology can enable the travel industry to deliver a better digital customer experience while reducing the cost of service and mitigating the risk of fraud."

Digital Travel Summit is one of the most prestigious travel industry events. This year's summit will focus on how travel, hospitality and leisure companies can act more like retailers to embrace digital strategies, harness technology to improve operations, and enhance the consumer experience to build true customer loyalty.

The Mitek session will take place at 12:20 p.m. PDT on May 9. In addition to speaking, Mitek will be exhibiting at booth no. 5.

About Mitek

Mitek (NASDAQ:MITK) is a global leader in mobile capture and identity verification software solutions. Mitek's ID document verification allows an enterprise to verify a user's identity during a mobile transaction, enabling financial institutions, payments companies and other businesses operating in highly regulated markets to transact business safely while increasing revenue from the mobile channel. Mitek also reduces the friction in the mobile users' experience with advanced data prefill. These innovative mobile solutions are embedded into the apps of more than 5,600 organizations and used by tens of millions of consumers for mobile check deposit, new account opening, insurance quoting, and more. For more information, visit www.miteksystems.com or www.miteksystems.co.uk. (MITK-F)

Follow Mitek on LinkedIn: <https://www.linkedin.com/company/mitek-systems-inc->

Follow Mitek on Twitter: <http://www.twitter.com/miteksystems>

Connect with Mitek on Facebook: <http://www.facebook.com/MitekSystems>

See Mitek on YouTube: <http://www.youtube.com/miteksystems>

Read Mitek's latest blog post: <http://www.miteksystems.com/blog>

Mitek Contact:

Ann Reichert

Senior Director of Marketing

pr@miteksystems.com

Katherine Verducci

MIX Public Relations

pr@mix-pr.com

Mitek Investor Contacts:

Todd Kehrlis or Jim Byers

MKR Group, Inc.

mitk@mkr-group.com

 Primary Logo

Source: Mitek Systems, Inc.

News Provided by Acquire Media