

Executive Summary

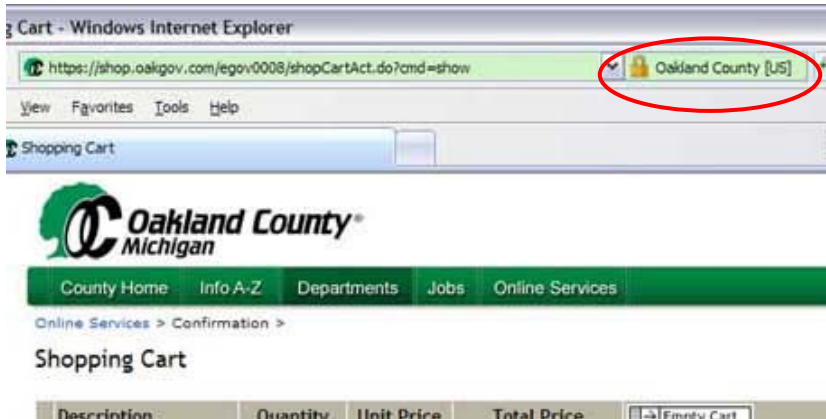
What is an Extended Validation (EV) SSL Certificate?

- New category of SSL certificate created by industry consortium [CA/Browser forum](#)
- Response to growing threat of phishing attacks
- Goal = increased consumer confidence in online transactions
- Issued to Web sites only after **rigorous** validation of identity

How will Entrust EV SSL Certificates increase consumer confidence?

- Displays prominent, consistent trust indicators while consumers are conducting online transactions in the following conditions:
 - Using newer Web browser versions such as IE7 & Firefox 3
 - With security features enabled. For example, in IE7:
 - Phishing Filter turned on
 - Server CRL checking turned on

In **IE 7 with security features enabled**, the browser address bar color will change to green, with the padlock icon and organization name shown:



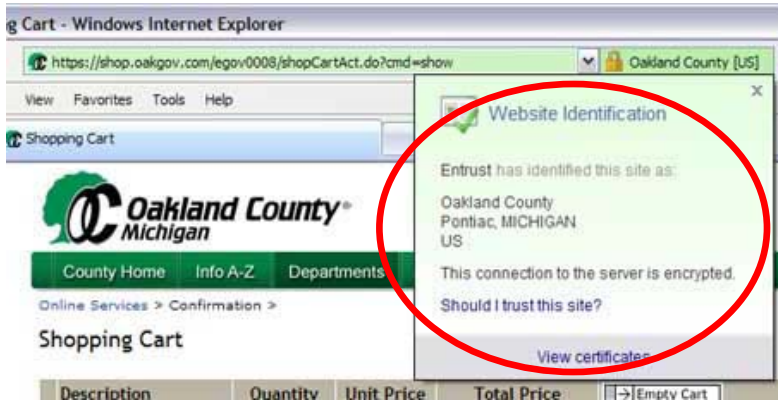
The address bar toggles between the organization name and the name of the certificate authority:



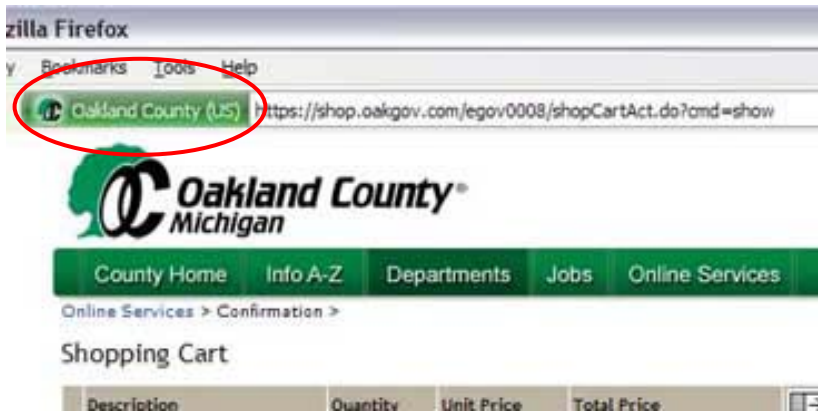
Oakland County Extended Validation SSL Certificate

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More information is available by clicking the organization name:



In **Firefox 3**, the address bar displays the organization name on a green background:



More information is available by clicking the organization name:



Further details are provided at: http://www.entrust.net/ssl-technical/ev_faq.htm