

Farmers Insurance Life Policies Now eSigned with Interlink Electronics Solution

by *Business-Wire*

CAMARILLO, Calif.--(BUSINESS WIRE)--Interlink Electronics (Pink Sheets:LINK - News) esignature solution empowers Farmers Insurance to capture legally-binding esignatures on life insurance policies. Using the IntegriSign® esignature software and ePad(TM)-ink, Farmers agents can immediately submit the completed and esigned forms to head-office for processing. With more than 8,000 now being utilized within Farmers, this completely electronic solution is one of the industry's largest and most successful implementations of electronic signatures to date.

"Now that the transaction begins and ends electronically, we can fully leverage our electronic forms presentation and processing," explains Mike Keller, Vice President Life Marketing with Farmers Insurance. "We no longer have to revert back to paper every time a signature is needed. Today, we are realizing the benefits of more accurate and efficient policy processing as well as an enhanced customer experience."

According to Mr. Rod Vesling, Vice-President of Sales and Marketing with Interlink Electronics, many organizations are looking to esignatures as the enabling technology for straight-through-processing. "Looking out across the industry, this is an excellent representation of the priority insurance companies are now placing on electronic signatures," continued Mr. Vesling. "In, fact, a recent report by Robert E. Nolan Co., found that 95% of Life and Annuity Industry respondents named esignatures as a technology strategy they were very likely or likely to implement. We were pleased to work very closely with Farmers in developing this custom integration to meet their specific requirements."

Interlink eSignature Technology

Farmers Insurance selected Interlink's IntegriSign® e-signature software and ePad-ink for signature capture. IntegriSign encrypts and permanently embeds the signature in the document along with other signature data such as date and time. Although IntegriSign works out-of-the-box with Adobe® Acrobat® as well as Microsoft Office documents, the software developer Kit (SDK) can also be utilized to develop custom applications that meet an organization's particular needs as was the case with Farmers Insurance.

The ePad-Ink is an LCD electronic signature capture device that provides interactive visual feedback and an ergonomic design for ease-of-use and true-to-life signature quality. Information such as name, time, date and affirmation text can be displayed for greater signing context. And the ePad-ink's ability to capture the biometric information associated with the individual's signature (X and Y coordinates, signing velocity and pressure) ensures the signature cannot be repudiated.

About Interlink Electronics Inc.

Interlink Electronics, Inc. (Pink Sheets:LINK - News) is a global leader in the design, development and manufacture of human interface products and technologies. Setting tomorrow's standards for electronic signature and e-notarization products, advanced remote controls and consumer electronics interface solutions, Interlink has established itself as one of the world's leading innovators of intuitive interface design. With more than 80 patents around the world protecting its technologies and products, Interlink Electronics serves a world-class customer-base from its corporate headquarters in Camarillo, California and offices in Japan, Taiwan, Hong Kong and China.

Source: Interlink Electronics, Inc.

Farmers Insurance Life Policies Now eSigned with Interlink Electronics Solution by Business-Wire