

The future of secure testing in a digital world

















five global trends



A globe is held by several hands of different skin tones against a blue sky background with light clouds. The globe is centered and slightly blurred, with the hands reaching up from the bottom and sides. The text is overlaid on the globe in white, bold, sans-serif font.

culture

digital fraud

identity management

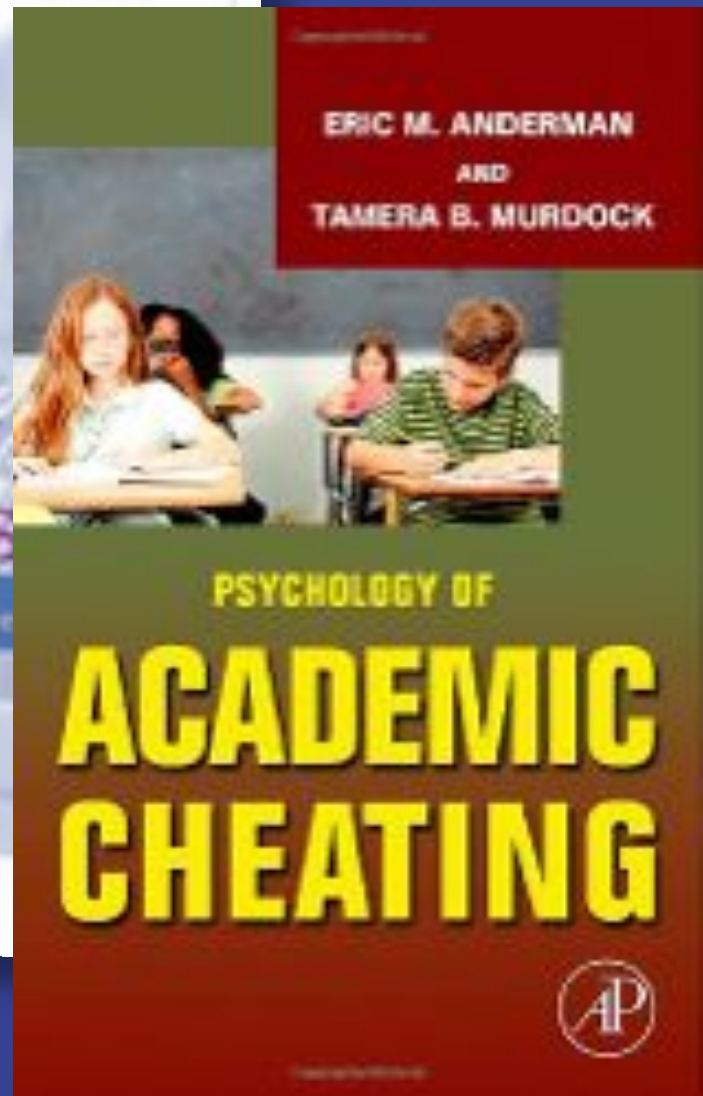
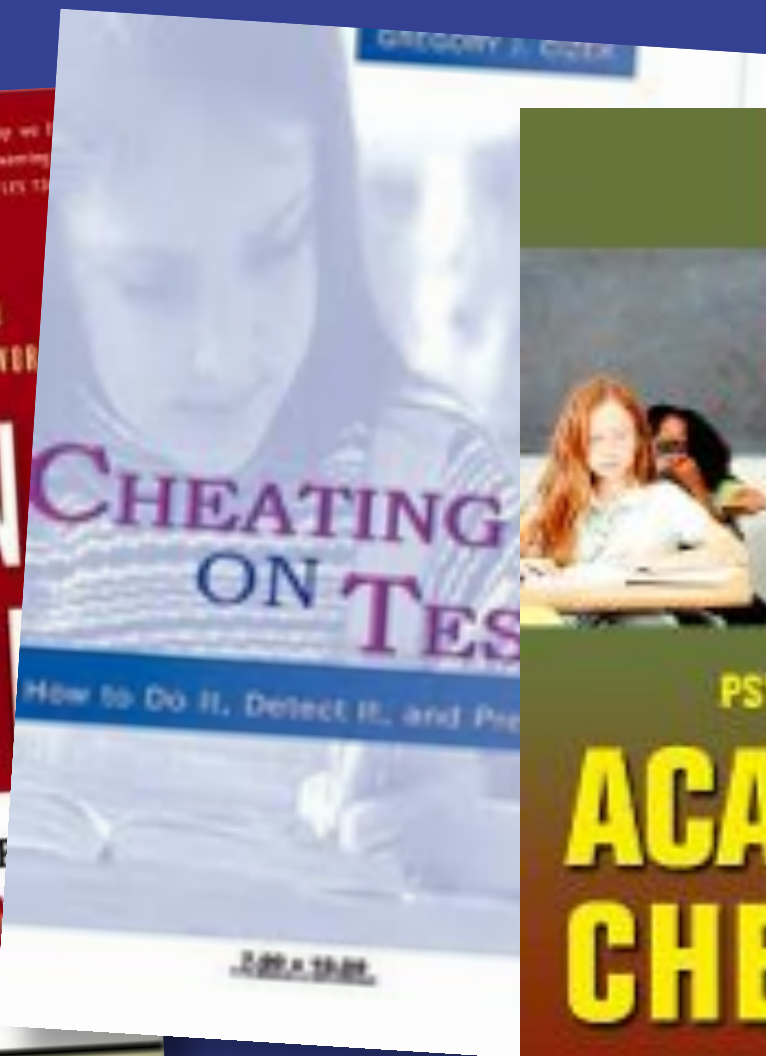
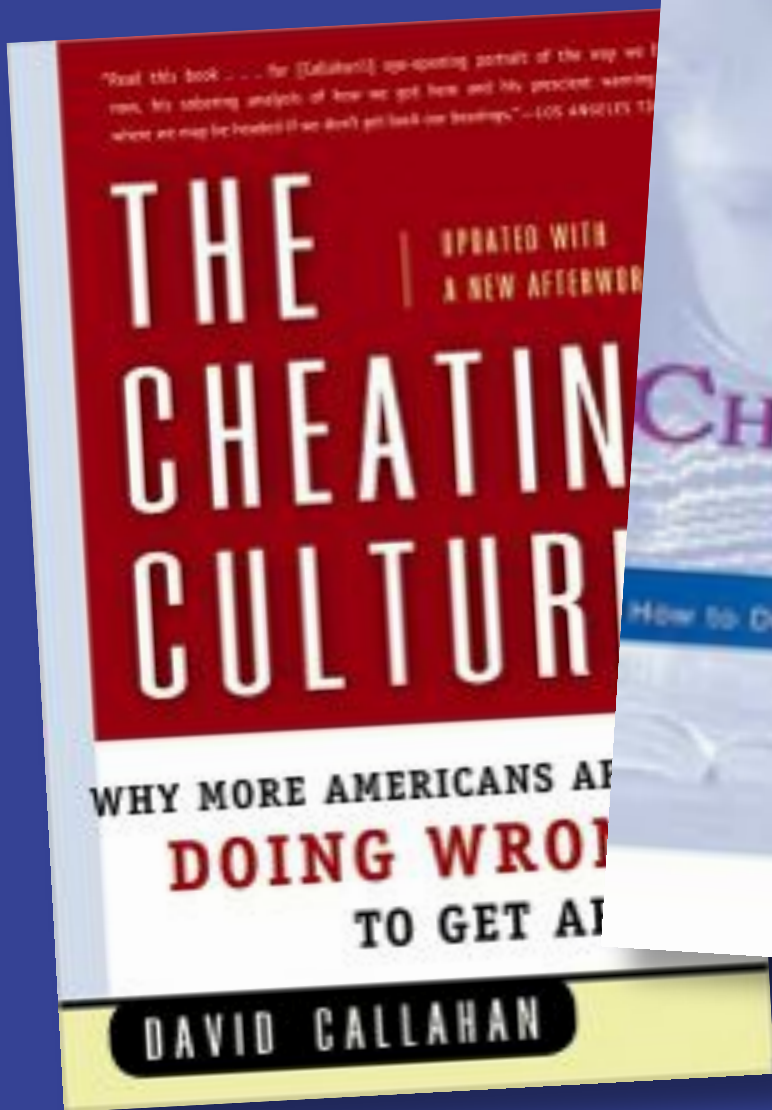
cloud computing

big data

1



culture



Research and surveys say...

- 60-80% of American students admit to cheating
- Half admit to plagiarism or using cheat sheets
- 1 in 2 don't believe cheating is wrong
- Majority believe cheating is necessary to get ahead
- Faculty and test administrators often fail to report exam misconduct

2009 survey

500+
prospective
MBA students
in China

Data courtesy Graduate Management
Admission Council®



Attitudes

*It's **OK** to
have another
person test
for you*

1 in 8



Attitudes

*It's **OK** to
make money
selling test
questions*

1 in 5



Attitudes

*It's **OK** to
discuss or
share test
questions*

1 in 2



March 20, 2009

Cheating Goes Global as



Paul Arhewe lives in Nigeria and has been writing for "another way of learning."





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Brother and sister jailed for conspiracy over theory tests

- Couple in 'family business'
- Shopping list of tests covered
- Four candidates also in court

A brother and sister who ran their own 'family business' of arranging theory tests for candidates received prison sentences when they appeared at Ipswich Crown Court yesterday.

Vishal Agarwal, 34, and...

...sentenced to 30 months in prison and received nine months imprisonment. ...them to arrange and take their

Hundred officials hire proxies to sit TOEFL tests

TUCO TRE

Updated: Fri, March 18, 2011, 5:10 PM (GMT+0700)

[Print](#) [E-mail](#) [A+](#) [A-](#)



A caricature showing a figure, representing a hired proxy, standing behind a sitting model that represents a government official and doing an exam for him.
Photo: Tuci Tre

Almost 200 government officials from Dong Nai Province have been found cheating on their English exams by hiring college students to sit for them.

[HOME](#) / [JOBS](#) / [NEWS](#)

Study confirms widespread cheating on job exams

Secret investigation discovers 'proxy test takers' prevalent

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By Kevin Baron and Alan Witzbecki
Globe Correspondents / July 22, 2008

WASHINGTON - A secret international investigation into job certification test fraud conducted by a major US technology company has confirmed long-held suspicions that thousands of people worldwide are cheating on certification exams for coveted jobs.

2

digital fraud





Handwritten Chinese text in a circular frame, likely a calligraphic inscription or a page from a historical document. The text is written in vertical columns and is highly stylized, characteristic of cursive script (caoshu).

Red seal impression, likely a personal or official seal, located in the bottom right corner of the image.



CCD Button Camera

Range: over 500 meters with walls

Frequency: 1.2ghz

Battery: 6800mah, support 3 hours
continue working



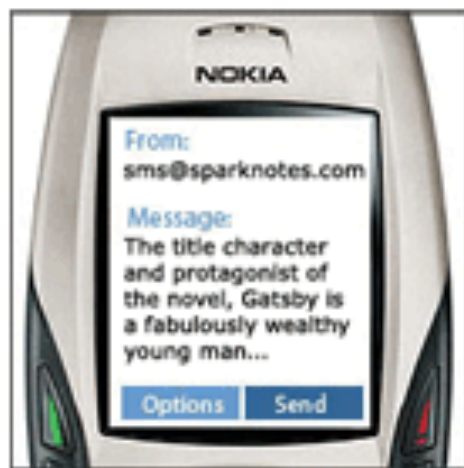


Step 1:

Open a new text message.
Enter **sms@sparknotes.com**
as the recipient.
Enter the search term in the
body of the message.
Press send.

Step 2:

In a few seconds you'll receive
search results. It's as easy as that.





Passing Certification Exams Made Easy

Everything you need to take, prepare and quickly pass the tough certification exams

- ✓ **Simple** - Instant Download!
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Vendor List

CISCO	COMPTIA
VMWARE	IBM
ISC	ORACLE
JUNIPER	HP
PMI	CITRIX
EMC	AVAYA
EXIN	EC-COUNCIL
CHECKPOINT	ISACA
SYMANTEC	SAP

Testing Engine

- Truly interactive practice tests
- Real exam environment simulated
- Drag and drop type questions covered
- Make Notes on any question
- Randomize questions and answer options
- Identify weak areas

Money Back Guarantee



Pass4sure has a remarkable Candidate Success record. We're confident of our products and provide a no hassle money back guarantee. Should you fail your exam after buying our products we will refund the full amount back to you. That's how confident we are!

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Training Solutions for:

- Corporations
- Training Institutes
- Universities & Colleges
- Government & Military

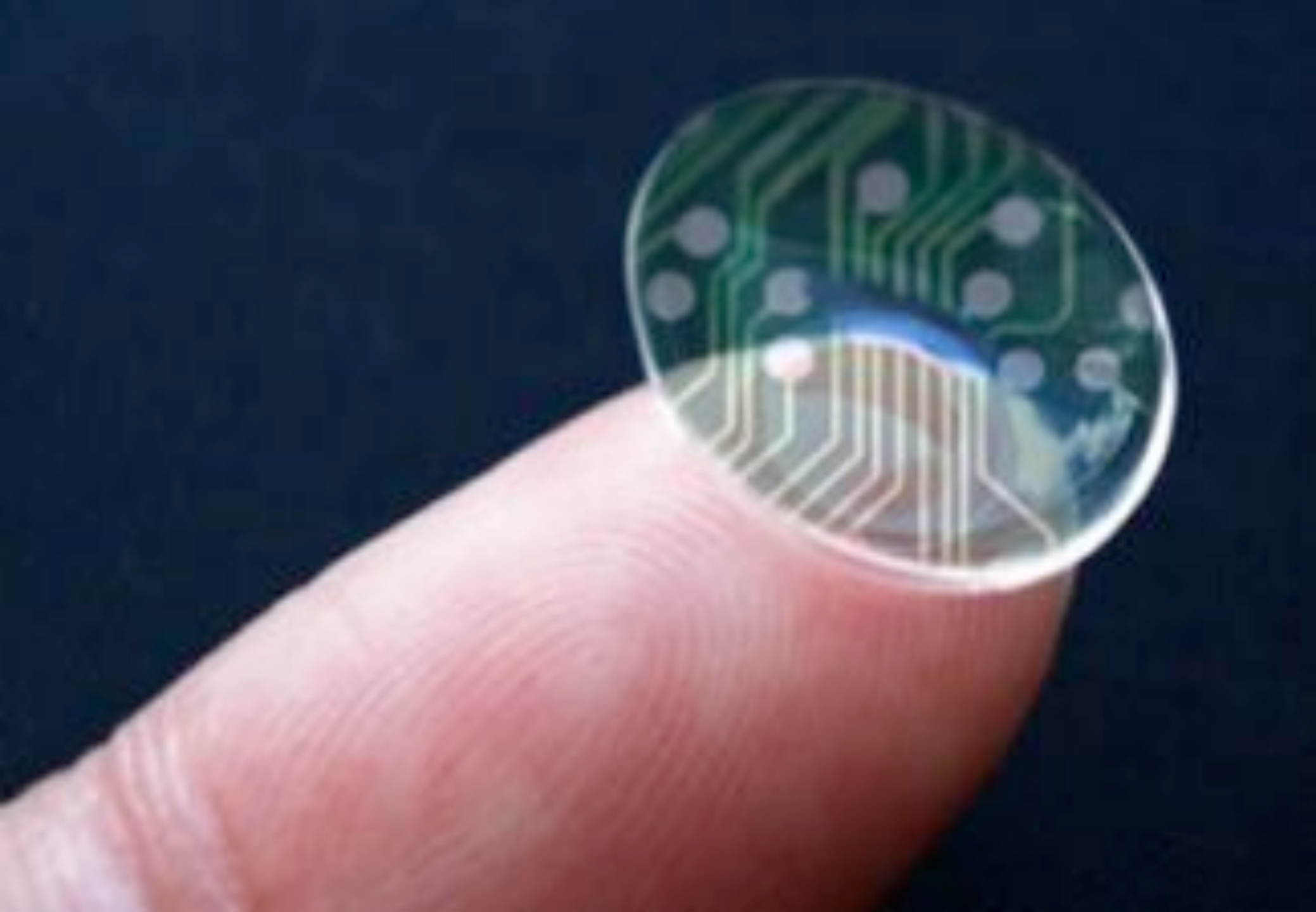
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shopkami
cheap price for everyone













FUTURE AHEAD

3



**identity
management**

→ WARNING - Application, Admission or Maintenance of Entries is Forbidden
Any Unofficial Character Will Result in This Passport Being

NAME FRANK ROBERTS	
BIRTH DATE DECEMBER 3, 1938	BIRTHPLACE MIAMI, FLORIDA
HEIGHT 6 FEET	HAIR BLONDE
WEIGHT X X X	EYES BLUE
HAIR X X X	ISSUE DATE MAY 19 1948
WEIGHT X X X	PASSPORT RENEWAL ↓
SIGNATURE OF BEARER	

→ IMPORTANT

USIAN OBTAINING LIMITED
THIS PASSPORT EXPIRES THREE YEARS FROM ISSUE DATE
OR RENEWAL, IF EXPIRES FIVE YEARS FROM ISSUE DATE

Photograph of bearer



PHOTOGRAPH ATTACHED
DEPARTMENT OF STATE
PASSPORT AGENCY MIAMI









fingerprint

face

speech

biometrics



knowledge

gestures

palm veins







Special lights
(diffuse, 6500K)

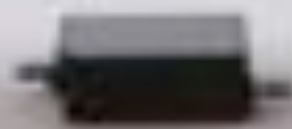
Digital camera

Touch screen

Fingerprint
scanner

Embedded
document
reader (vDR)

Special lights
(diffuse, 6500K)







4



cloud computing

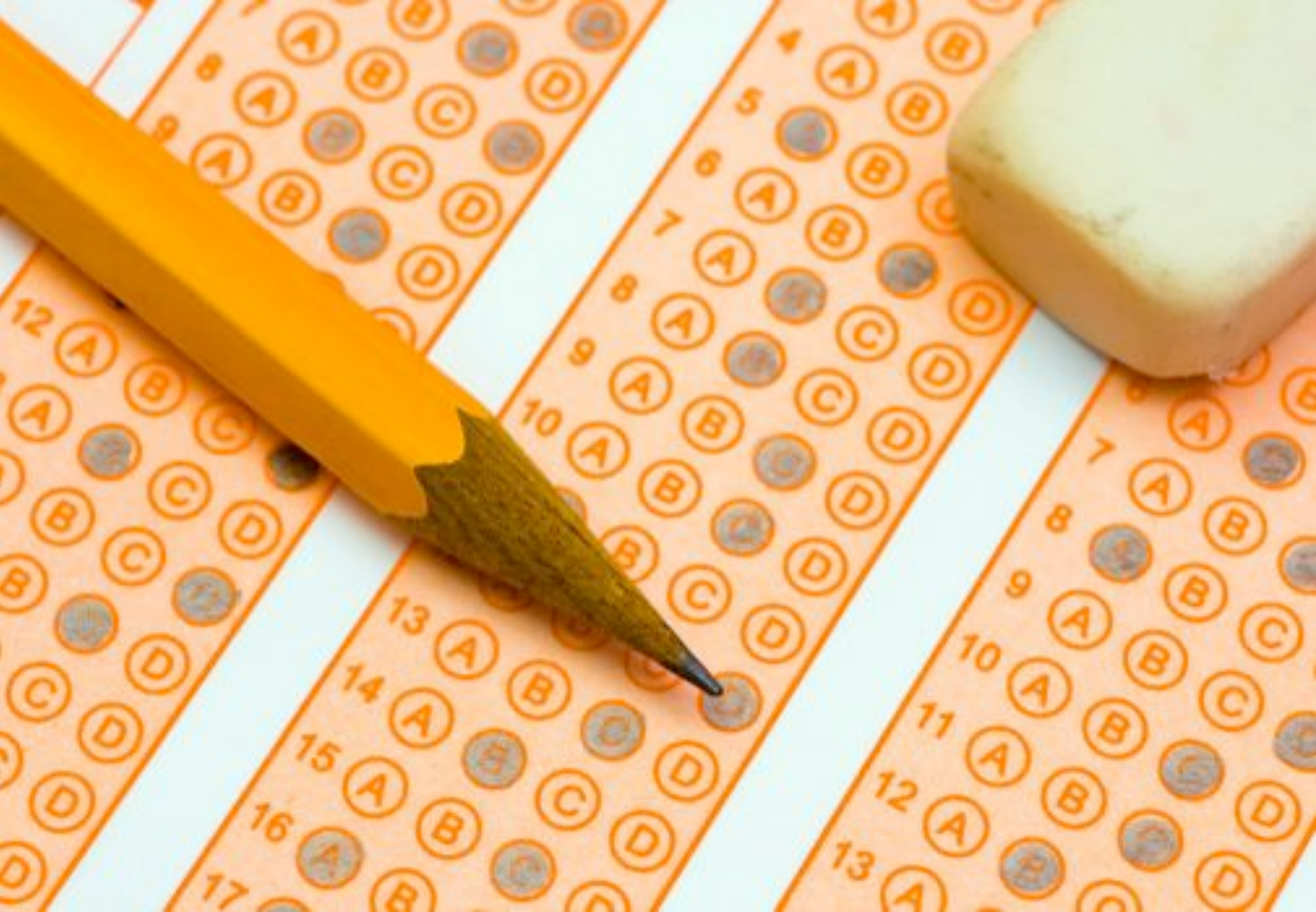


Siri. Beta

Your wish is
its command.

Siri on iPhone 4S lets you use your voice to send messages, schedule meetings, place phone calls, and more. Ask Siri to do things just by talking the way you talk. Siri understands what you say, knows what you mean, and even talks back. Siri is so easy to use and does so much, you'll keep finding more and more ways to use it.





7	A	B	C	D
8	A	B	C	D
9	A	B	C	D
10	A	B	C	D
11	A	B	C	D
12	A	B	C	D
13	A	B	C	D
14	A	B	C	D
15	A	B	C	D
16	A	B	C	D
17	A	B	C	D





PEARSON

PEARSON
Mobile Test Centre

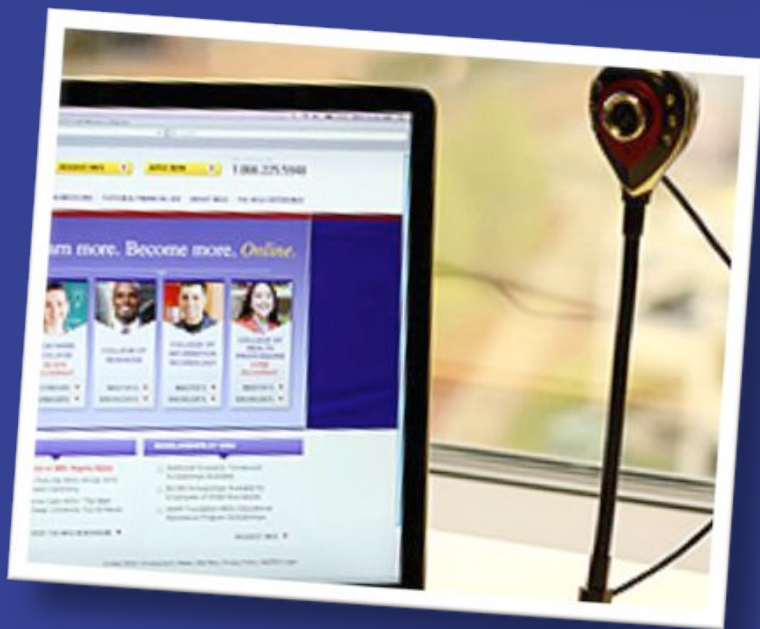
PEARSON
Mobile Test Centre

OPTARE

YJ54 BTU









B-Virtual Inc.

 eegrity



KRYTERIONTM
ONLINE SECURED TESTING



Software
SECURE



INNOVATIVE
EXAMS.



ExamSoft

Easy. Secure. Reliable.

ProctorU



Can run off-line

Labels can be changed or translated

Include picture, video or audio



Personalized
Icon



QR Code







Change \$261.87

Blue Striped	\$135.00
Striped Wool Tie	\$70.00
Blue Silk Scarf	\$45.00
Tax (8.25%)	\$11.87

Clear Sale

Alter

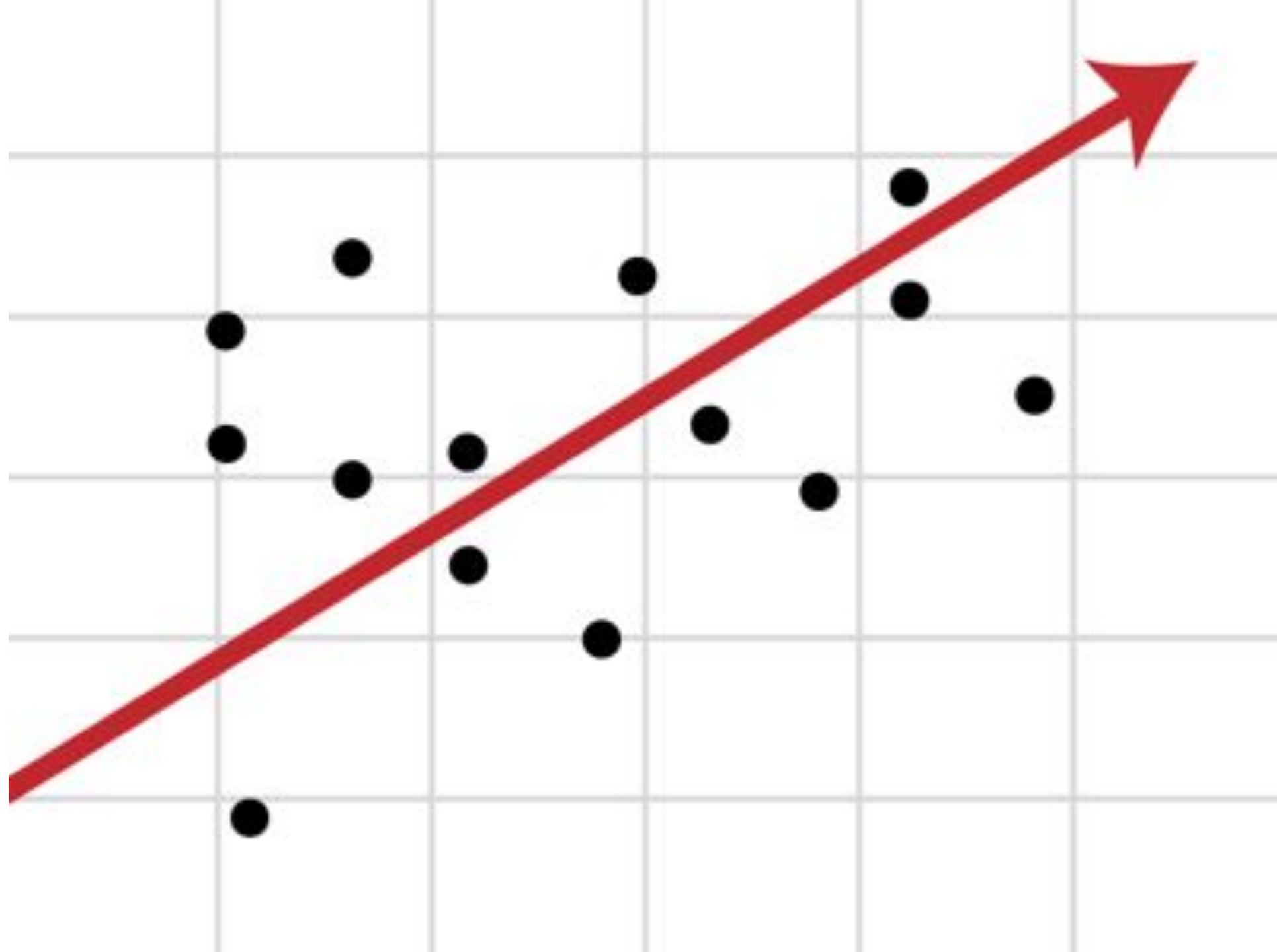
Fit



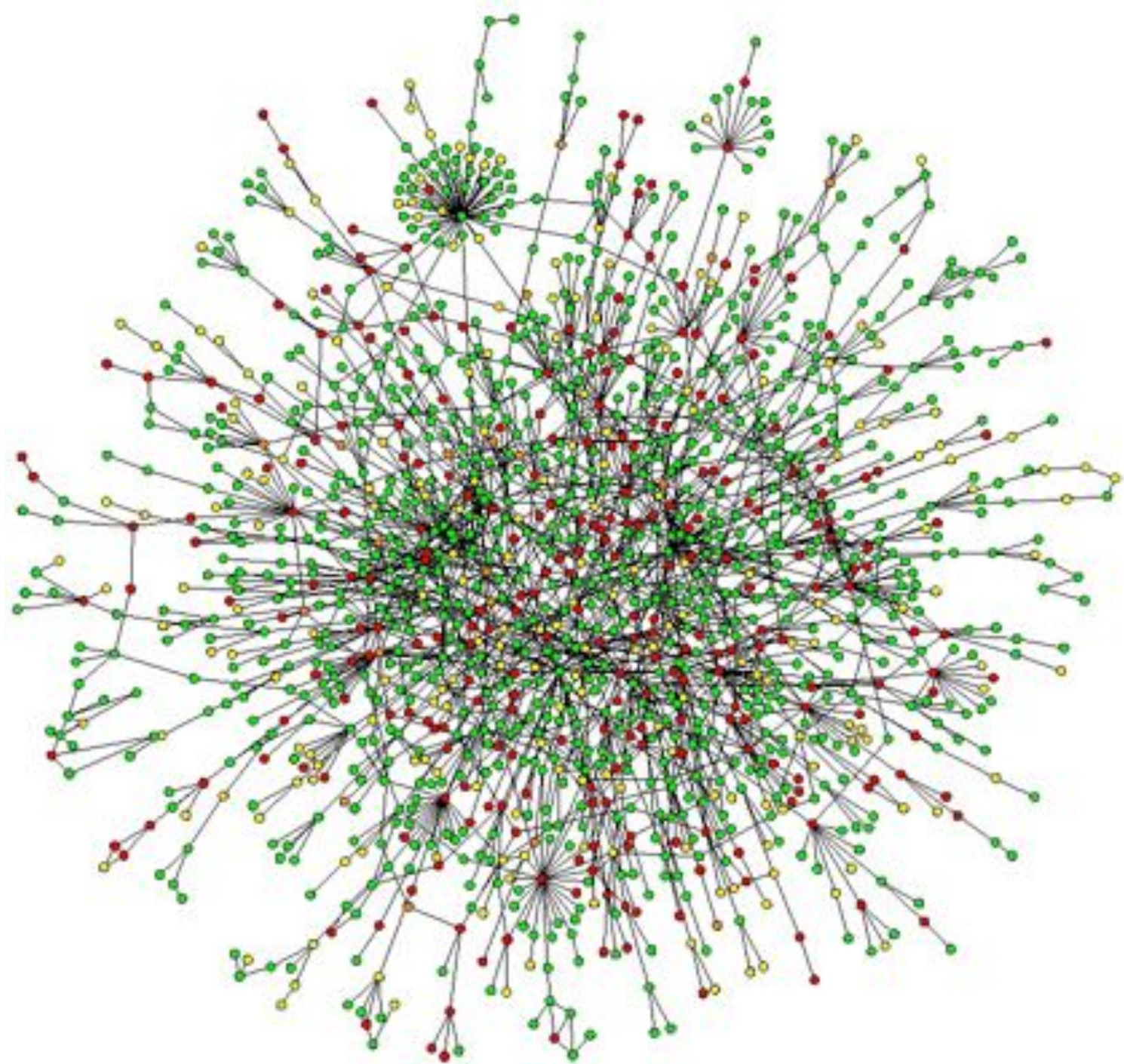
5



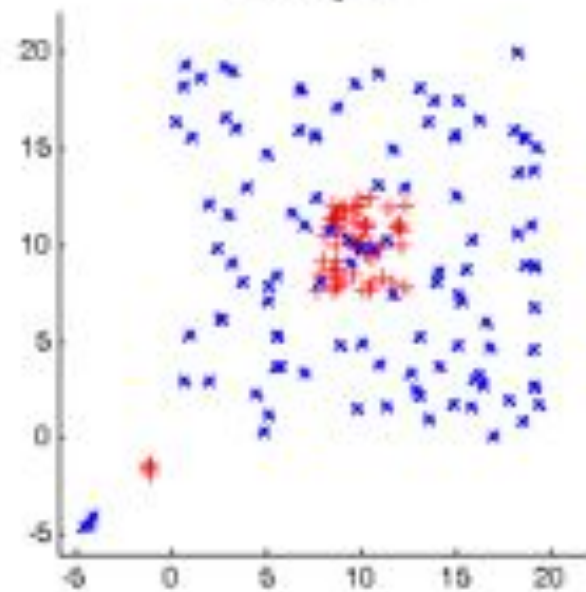
big data



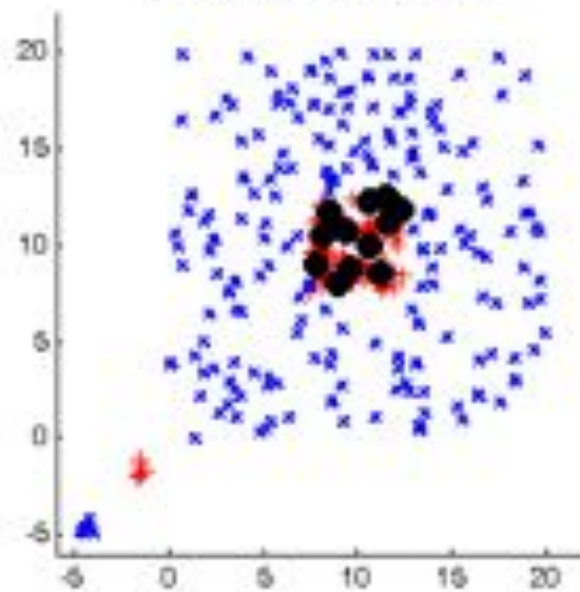
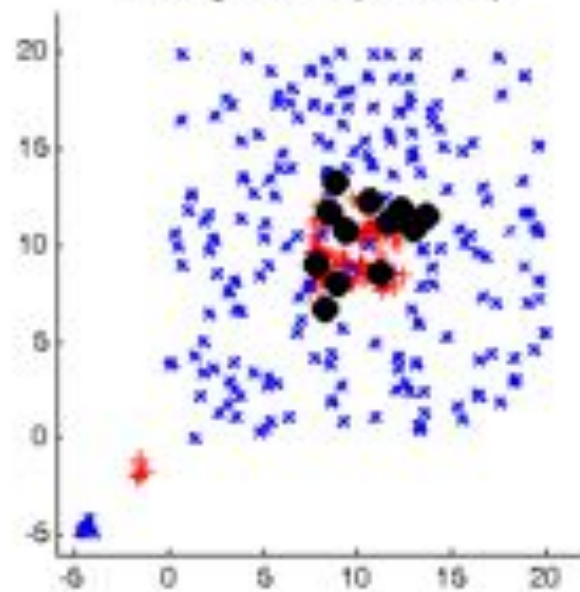




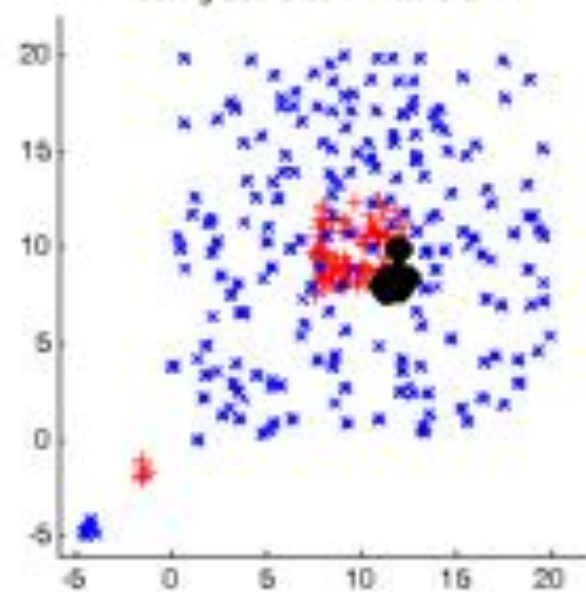
Training Set



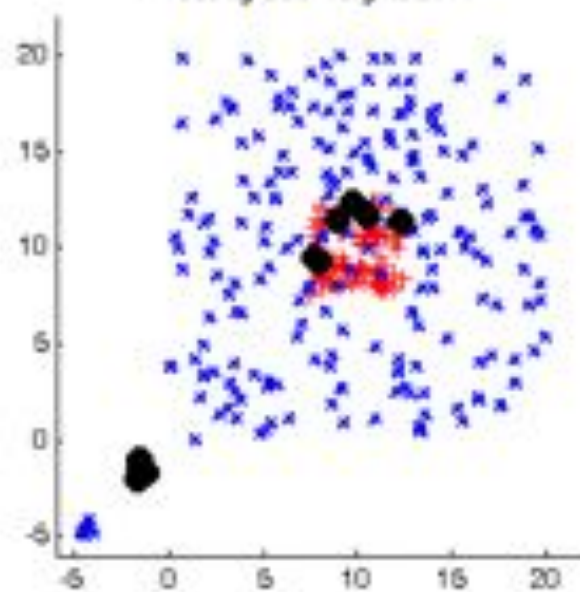
True Conditional Anomalies

Testing Set: GAD($\lambda = 1e-009$)

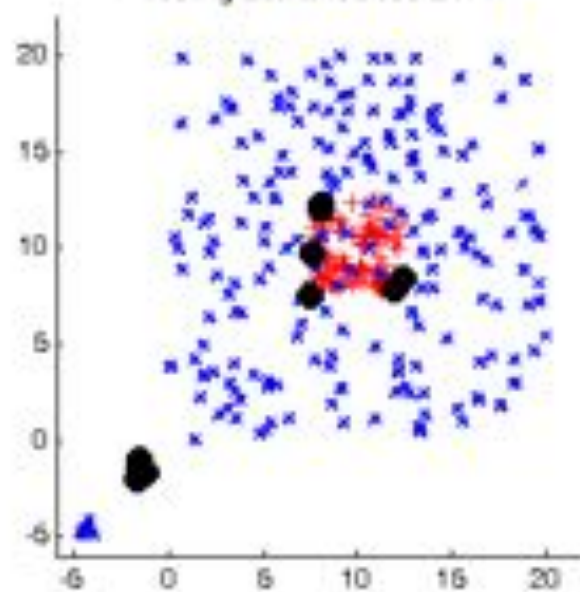
Testing Set: Discriminative SVM

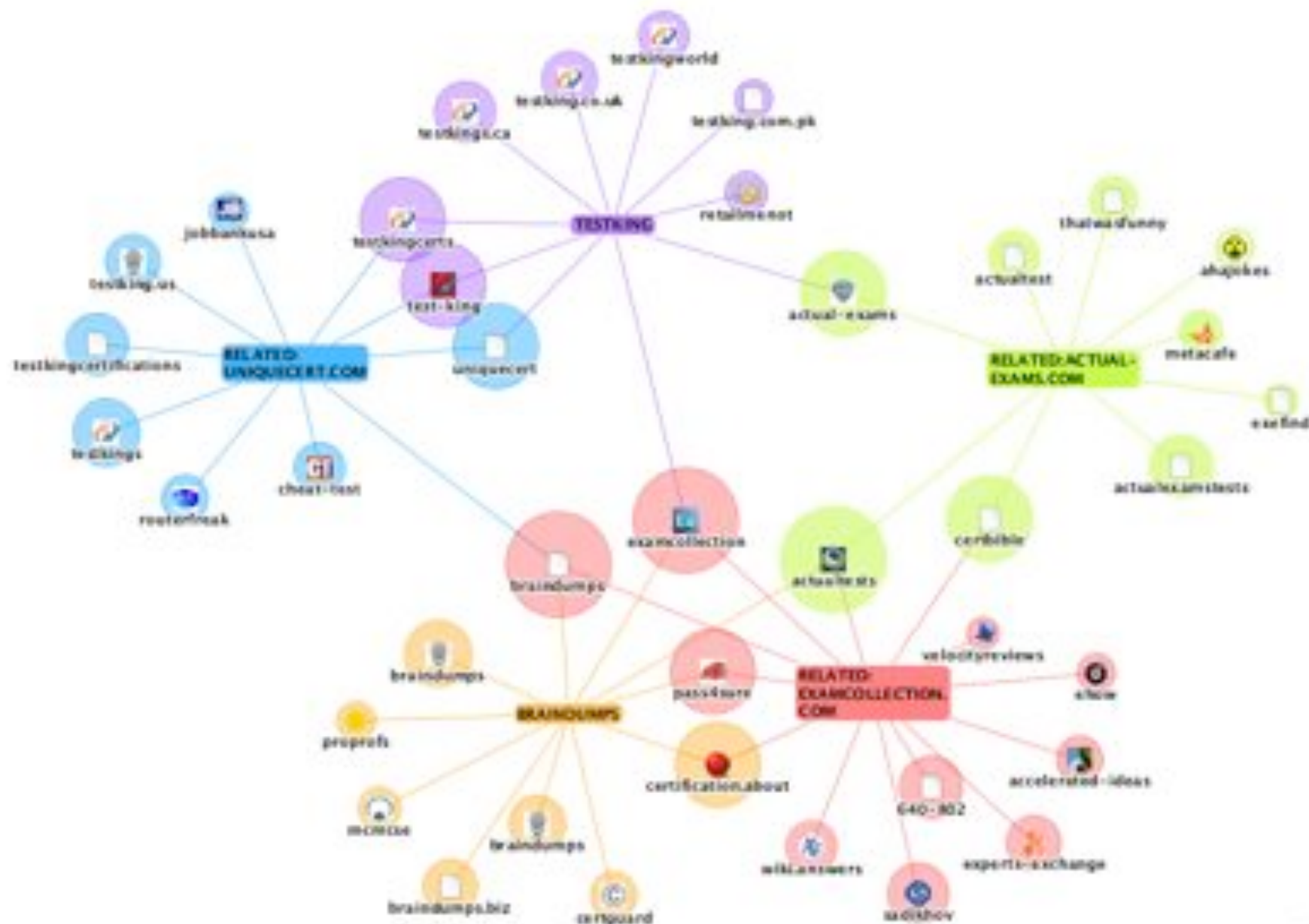


Testing Set: weightedNN



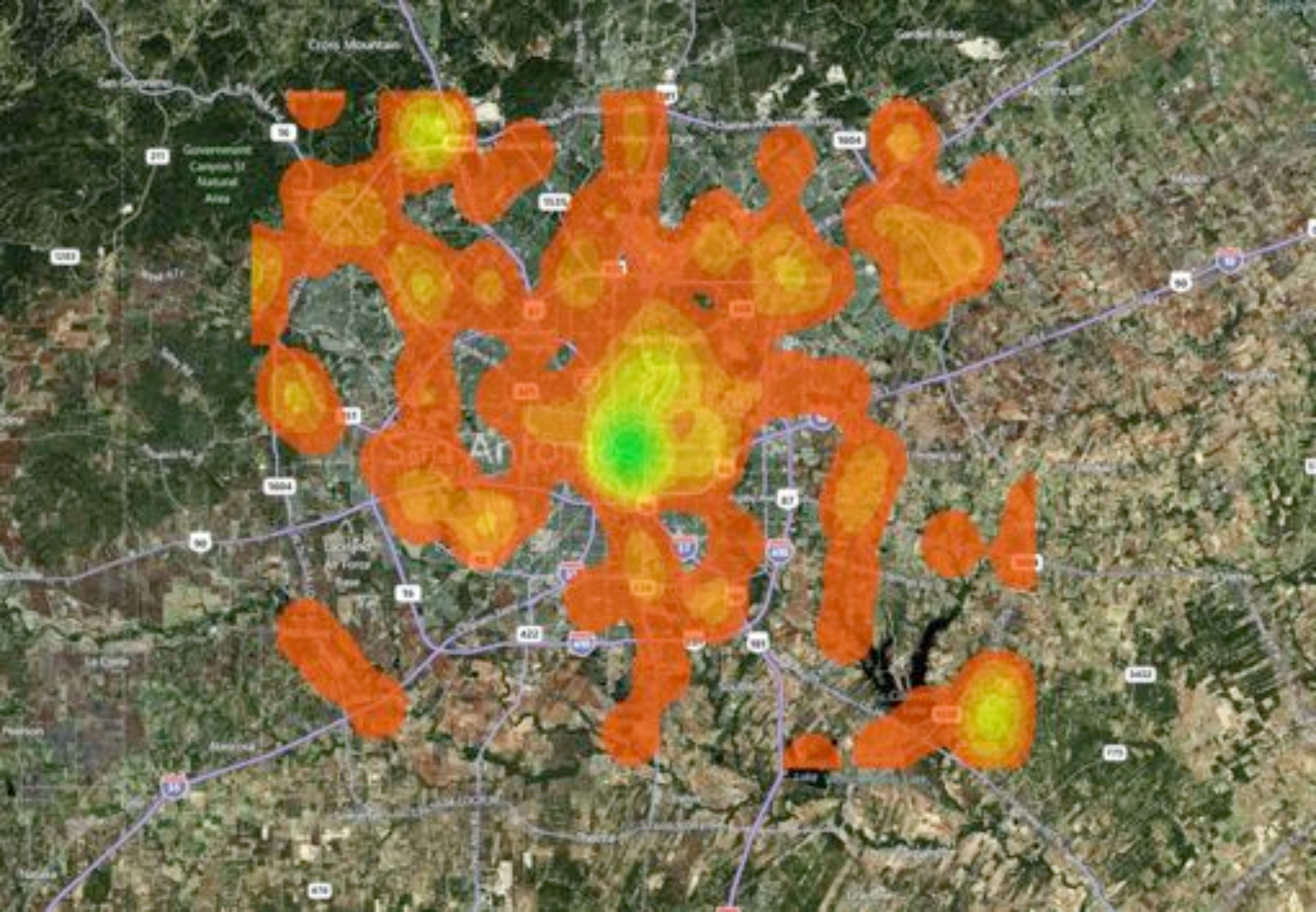
Testing Set: OneClass SVM

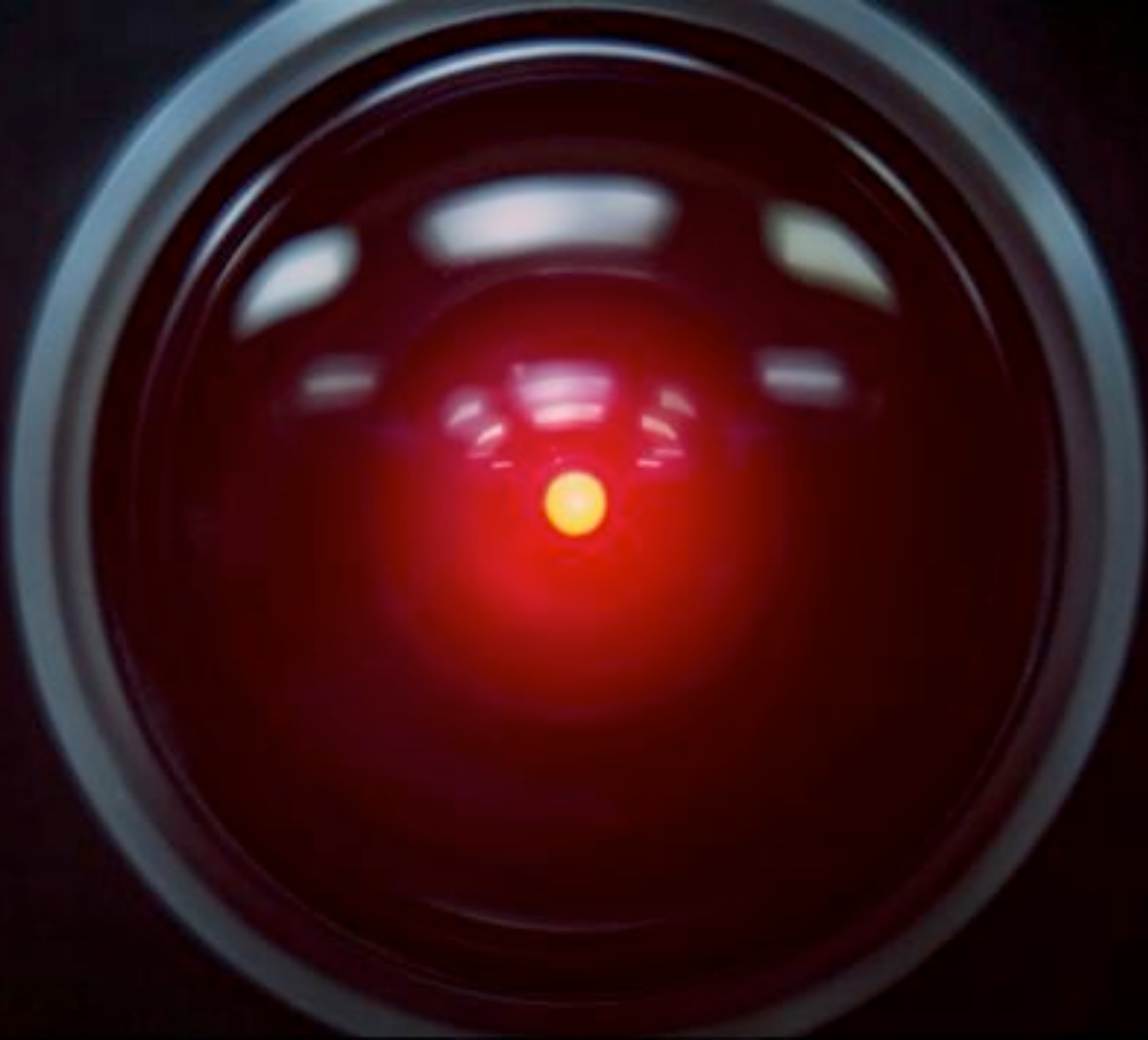














A photograph of two green street signs with white text and borders. The top sign is tilted and reads 'FUTURE AVE'. The bottom sign is horizontal and reads 'VISION ST'. The signs are mounted on a metal pole. In the background, there is a bright light flare, possibly from a street lamp, and a clear blue sky with some light clouds.

FUTURE^{AVE}

VISIONST

Thank you!



Mark Poole
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Pearson VUE

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