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## Real Estate



### New security product stymies password theft

Web Posted: 02/23/2007 05:30 PM CST

#### San Antonio Express-News

A new security product that aims to protect real estate data by eliminating password theft debuted last week.

Clareity Security has launched a new authenticator device for use with its SafeMLS product. TEXT-pass is a patented new technology that delivers one-time passwords to the end-user's mobile phone as a text (or SMS) message. It is now available to the real estate, mortgage, title and settlement services industries.

The Pinellas Realtor Organization tested the Clareity product in January, the company said. PRO members currently use the keychain-sized SAFEMLS token device to generate one-time passwords for MLS access. TEXT-pass users requested passwords via text message instead of using the token device.

"It was our goal to build an authenticator that was convenient and simple enough for consumer use and thanks to 'American Idol,' MTV and our children teaching us, text messaging is now mainstream," said Clareity Security CEO Gregg Larson. With the surge in the use of text messaging technology, SMS emerged as the perfect medium to deliver one-time passwords to virtually any wireless device, he said.

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