



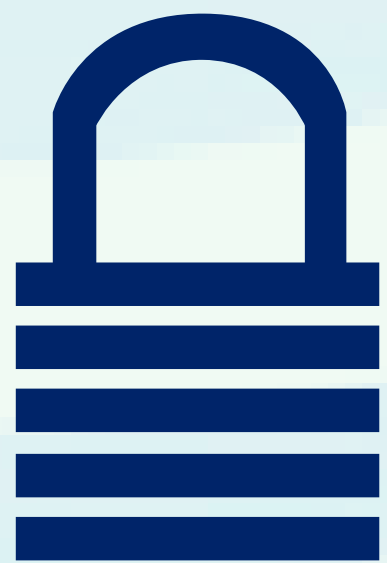
STIR/SHAKEN

STIR (Secure Telephone Identity Revisited) and SHAKEN (Signature-based Handling of Asserted Information Using toKENs) are interconnected standards providing Caller ID authentication to combat illegal Caller ID spoofing.

STIR/SHAKEN's Caller ID authentication will greatly reduce the number of unwanted robocalls users receive.

Improves Security

Blocks robocalls
Protects from Caller ID spoofing



Improves User Experience

Reduces number of calls
Reduces unwanted calls



Costs

No additional costs



Industry Standards

FCC requires implementation by June 30, 2021

Simplicity launches Q1 2021

