UNIVERSITY *of* CALIFORNIA · IRVINE

NEWS

FOR IMMEDIATE RELEASE
FROM THE UNIVERSITY OF CALIFORNIA, IRVINE

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ICS PROFESSORS AWARDED $200,000 UNRESTRICTED GIFT FROM EXPERIAN

Gift will enable ICS faculty to establish a research program in cyber-fraud detection and prevention

Professors of computer science, Michael Goodrich, Padhraic Smyth and Gene Tsudik are recipients of a $200,000 unrestricted gift from Experian Group Limited to support basic and applied research in the area of cyber-fraud detection and prevention.

The research, which uses computer technology to model fraudulent criminal activity such as identity theft, is a collaboration between the Secure Computing and Networking Center (SCoNCe) and the Center for Machine Learning and Intelligent Systems.   Both centers are a part of UC Irvine's Donald Bren School of Information and Computer Sciences.

The unrestricted funds will be used to support graduate seminars, faculty and industry expert speakers, and visits by research scientists, as well as providing seed funding to initiate new cyber-fraud related research and support graduate and postdoctoral research.

Chancellor's Professor and Associate Dean Michael Goodrich said, "We are excited at studying both the detection and prevention of cyber-fraud. We feel that new machine learning techniques could be applied to cyber-fraud detection and that new cryptographic protocols could lead to better cyber-fraud prevention."

"We are very pleased to contribute this gift to the Bren School," said Chris Callero, Chief Executive Officer of Experian Americas. "For many years Experian has conducted its own research into this phenomenon and created products which our business clients have used to combat this crime. We are very interested in the work the Bren School is conducting and are confident of its success."

It is estimated that cyber-fraud costs US businesses several billion dollars per year. Goodrich, Smyth and Tsudik will investigate and develop computer algorithms, based on mathematical and statistical techniques, to characterize and detect cyber-fraud. One such method is the application of statistical data mining techniques that can be used to construct a profile of how credit-card customers typically access their online accounts and to automatically detect activity that is highly unlikely (e.g. unusual times of day, unusual purchases, or from unusual locations).

"Collaborations with industrial partners such as Experian are a very important component of academic computer science research," said Padhraic Smyth. "Real-world problems in areas such as cyber-fraud can lead to new mathematical and algorithmic research challenges for faculty and PhD students. In turn, the theoretical insights gained in the academic research lab can be applied to solve important real-world problems."

About the Donald Bren School of Information and Computer Sciences: The Donald Bren School of Information and Computer Sciences is the first independent computer science school within the UC system and one of the fastest-growing programs of its kind in the nation. Elevated from department to school status in December 2002, information and computer sciences at UCI is an academic community of more than 1,500 students, more than 100 full-time faculty and staff, and approximately 6,500 alumni worldwide. With experts in areas ranging from embedded computer systems and networking to bioinformatics and the social impacts of computing, the school ranks 15th among all public university computer science graduate programs, according to U.S. News & World Report.

About the University of California, Irvine: The University of California, Irvine is a top-ranked

university dedicated to research, scholarship and community service. Founded in 1965, UCI is among the fastest-growing University of California campuses, with more than 25,000 undergraduate and graduate students and about 1,800 faculty members. The second-largest employer in dynamic Orange County, UCI contributes an annual economic impact of $3.7 billion. For more UCI news, visit www.today.uci.edu.

About Experian: Experian® is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence.

Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian Group Limited is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, Calif., and Nottingham, UK. Experian employs approximately 15,500 people in 36 countries worldwide, supporting clients in more than 65 countries. Annual sales are in excess of $3.8 billion.

For more information, visit the Group's Web site on www.experiangroup.com.

News Radio: UCI maintains on campus an ISDN line for conducting interviews with its faculty and experts. The use of this line is available free-of-charge to radio news programs/stations who

wish to interview UCI faculty and experts. Use of the ISDN line is subject to availability and approval by the university.

Center for Machine Learning and Intelligent Systems
http://cml.ics.uci.edu/

Secure Computing and Networking Center
http://sconce.ics.uci.edu/

Experian
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