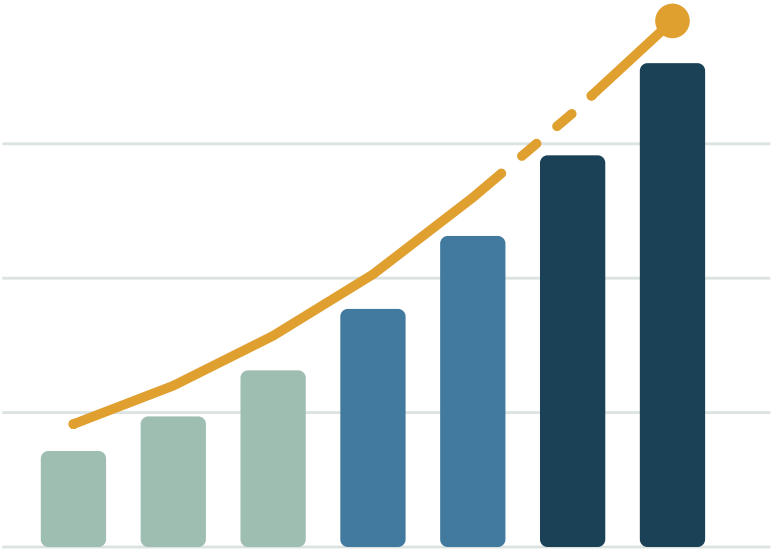
ACUITY
MARKET INTELLIGENCE

INTRODUCING ACUITY PRO

See the market before it moves



Anticipate the shift.
Size the opportunity.
Decide with confidence.

Acuity Pro

AI-driven forecasts and research, launching Q1 2027. Founding rate **$795 a year**.

About Acuity

Acuity Market Intelligence provides market analysis and strategic advisory on digital identity, deepfakes, and fraud. Tracking is what every analyst does. Acuity anticipates.

25 years
Founded in 2001, with biometrics and digital identity as the focus from day one.

Rigorous Intuition™
Bottom-up, data-driven models sharpened by 25 years of market judgment.

Acuity MDM™
The Acuity Market Development Methodology, helping leadership teams decide where to compete since 2003.

THE ACUITY FAMILY

Advise. Research. Connect.

Three brands, one view of the market. Each feeds the others, so what we learn in the room, in the research, and in client work sharpens everything we deliver.

ADVISE
Acuity Market Intelligence
Strategic advisory, market forecasts, and Acuity Pro.

RESEARCH
The Prism Project
Ecosystem research and independent organization evaluations.

CONNECT
The Deepfake Summit
The executive conference on synthetic media fraud, digital identity, and agentic AI.

NEW FOR 2027
Acuity Pro
Our AI-driven market intelligence subscription with forecasts, data, and custom reports on demand.

Acuity Advisory
Strategic engagements built around your hardest market questions.

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Acuity Pro

Want the numbers behind the market?

Acuity Pro is our AI-driven research portal, launching in Q1 2027. It brings Acuity forecasts and The Prism Project's research into one place you can question, explore, and build on.

Forecasts you can work with

Revenue and deployment forecasts by region and market, with what-if tools that move the headline numbers.

Custom reports on demand

Generate briefs with forecasts, charts, and tables, and ask questions through an interactive chat.

Updated as the market moves

Announced projects, procurements, and deployments flow into the numbers on a regular schedule, so you can track change over time.

Deeper data on request

Country packs and site-level detail are available as custom deliverables.

COVERAGE

Markets. Travel and transportation, airports and airlines, border control, seaports, ferries, and cruise, payments, banking, fintech, insurance, mortgage, commercial lending, hospitality, government services, healthcare, digital public infrastructure, real estate, and gaming and prediction markets.

Technologies and threats. Agentic AI, deepfakes, synthetic identity, injection attacks, biometrics, liveness, age verification, digital wallets, decentralized identity, privacy-enhancing technologies, and quantum.

FOUNDING MEMBERS

Save 20%

For your first two years on individual, team, and enterprise plans, from **$795 a year**. Sponsors get the same rates. Limited-time introductory offer.

Start free. Free Acuity membership includes Prism Spectrum and the Acuity research library.

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Who trusts Acuity?

Leaders who need to know where identity markets are going, not just where they've been.

Built for

Technology providers

Validating strategy, sizing segments, and assessing competitive position.

Relying parties

Banks, airports, border agencies, and enterprises planning deployments.

Investors and consultants

Underwriting markets and advising on entry, growth, and deals.

Government and policy

Program owners and policymakers who need a neutral read.

Our audience

~70%

Director level or above

By geography



The ~20% is LATAM, Africa, the Middle East, and Asia, with strong growth in Brazil, Mexico, and Chile.

Community

~9,000	LinkedIn followers
2,500+	Curated industry contacts on the Acuity list
245	Executives from 160+ organizations at The Deepfake Summit in 2026
438	Organizations evaluated by The Prism Project
1,754	Prism evaluations across 9 reports since 2023
25	Years of Acuity forecasts and analysis

READERS INCLUDE **Financial services and commerce.** Capital One, American Express, JP Morgan Chase, Wells Fargo, Citibank, HSBC, Santander, NatWest, ANZ, Mastercard, Visa, Amazon, Google, and Airbnb. **Government.** U.S. DHS and OBIM, U.S. Treasury, UK Home Office, UK DSIT, Singapore GovTech, and Kenya Ministry of ICT. **Consulting and research.** Deloitte, McKinsey, KPMG, CGI, MIT, and London School of Economics. **Technology.** Ping Identity, LexisNexis, TransUnion, NEC, Samsung Electronics, and SAP.

Sources: Prism Audience, Reach, Impact (Feb 2026), Acuity contacts and LinkedIn (Nov 2026), Summit 2026

ACUITY ADVISORY

Where should you compete next?

Independent, NDA-protected strategy work for leadership teams making big bets in identity, biometrics, and fraud. Every engagement runs on Acuity MDM™ and typically delivers an executive presentation, an in-depth report, and a working session with your team.

1
Internal Inventory
What can we leverage?

2
Opportunity Analysis
Where can we win?

3
Market Strategy
How will we compete?

4
Penetration Plan
How will we execute and grow?

Strategic Market Assessment

Pressure-test a new offering or market entry against where the market is really heading, with three- and five-year outlooks.

Market Sizing and Forecasts

Custom models with adjustable assumptions, built from the same bottom-up data behind Acuity Pro.

Competitive Positioning

Where you stand, where segments converge, and where a segment demands dedicated focus and investment.



"For 25 years, Acuity has been at the forefront of complex identity technology markets, with a depth of insight that is simply unavailable elsewhere."

Frances Zelazny
General Manager, New Market Innovation, Prove



"Acuity has consistently shown a true command of the market, deep, data-driven insights, and a passion for strategic product marketing."

Joey Pritikin
President, Paravision

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Getting started

1. **Join free**
   Create an Acuity membership for Prism Spectrum and the research library.
2. **Request a preview**
   See a slice of Acuity Pro on our market overview pages.
3. **Lock in the founding rate**
   Save 20% for your first two years, from $795 a year.
4. **Bring us your question**
   For advisory, book a call. We scope the work under NDA.
5. **Get the answer**
   Clear scope, clear deliverables, and a working session with your team.

Questions we hear

How is Acuity Pro different from Prism Spectrum?
Prism Spectrum is free and covers The Prism Project's research. Acuity Pro adds Acuity forecasts, the data underneath, and custom report generation.

When does Acuity Pro launch?
In Q1 2027. Founding members save 20% for their first two years, from $795 a year for an individual.

Can my whole team use it?
Yes. Team plans cover up to 5 seats and enterprise plans up to 15, and founding members save 20% on every plan. Sponsors get the same rates.

How current are the numbers?
Forecasts are updated on a regular schedule as projects, procurements, and deployments are announced.

Can I get site-level or country-level data?
Yes, as a custom deliverable or a country pack. Ask us.

Is advisory work confidential?
Always. A mutual NDA comes first, before you share anything.

How are advisory projects priced?
Each engagement is scoped to your questions and quoted as a project fee.

Do you work with vendors and buyers?
Both, along with investors, consultants, and government teams.

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Tracking is what every analyst does. Acuity anticipates.

Lock in Acuity Pro at the $795 founding rate.

Then let's build your strategy on where your market goes next, with Acuity advisory.

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www.acuitymi.com | acuitymi.com/membership.html

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