• DDL, mDL, eDL, EDL, eID...?!
  • With all of the different talk about digital identities, how are you supposed to keep up?

• All forms of digital IDs have one thing in common
  • They bring new functions and new capabilities not available in a traditional, physical format

• In the coming years, we will see many digital ID trends emerge
  • Some will fade, some will evolve, some will remain relevant
  • But they will all play a role in shaping the future of the digital identity landscape

• A digital driver’s license should be:
  • Highly secure
  • Privacy-enhancing
  • A supplement to a physical DL
  • Continually evolving
  • Optional and flexible
  • Part of a bigger ecosystem
As other industries are embracing the consumer mobility trends through mobile boarding passes, various payment applications, and smartphone app domination in the social media sphere; so too is the government sector.

Citizen expectation is changing when it comes to the anytime/anywhere need for services and accessibility.

A digital driver’s license is the portal through which that channel to the end-user is created, and establishes a foundation for future services.

Think of a DDL as the backbone of a person’s digital identity wallet.

A DDL-holder is at the center of an evolving ecosystem, which includes the issuing entity and verifying parties.
Through a $2M, two-year grant awarded by the National Institute of Standards and Technology (NIST), Gemalto has partnered with five jurisdictions (CO, ID, MD, DC, WY) to implement an interoperable DDL pilot.

Over the last year, we have conducted focus groups, held workshops and gathered feedback with some of the key stakeholders in the DDL ecosystem.

This has enabled us to gain a better understanding of the market perception and market readiness for digital credentials, from all angles and perspectives.

We were able to quickly identify a wide variety of real-life challenges, new opportunities, barriers and lessons learned with the unique demographic audiences found in each jurisdiction.
We tested DDL usage in the following scenarios through 17 live events to evaluate 8 different use cases:

1. Convenience store lottery ticket sales
2. Liquor store sales
3. Grocery store age verification
4. Lottery claims
5. Law enforcement identity verification
6. Law enforcement traffic stops
7. Age-restricted venues (18+ only)
8. Outdoor environments such as sporting events or festivals

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**Some key DDL pilot findings**

- **86%** very interested in DDL option
- **53%** willing to pay for DDL
  - Average amount willing to pay: $16

Interest was high across all age ranges:

- **84%** 24–34
- **86%** 35–44
- **95%** 45–54
- **84%** 55–64

In what situations would a DDL be most useful?

Participants said:

- **71%** Airport
- **62%** Hotels
- **44%** Buying alcohol
- **43%** Age-restricted venues
- **41%** Doctor/pharmacy

Interest was high across all age ranges:

- 84%
- 86%
- 95%
- 84%

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Some key DDL pilot findings

Impact of participation in the pilot on views of DDL technology:

- 82% say their opinion of DDL technology was improved after participating in an event
- 97% say they are more likely to use DDL technology in the future

Impact on a resident’s opinion or perception of their state:

- 77% of participants say DDL implementation would have a positive impact on their perception of their state

"forward-thinking innovative exciting modern proud cool"
Now is the time to evaluate your DDL strategy and roadmap

1. The ID issuer (in this case, the DMV) needs to launch the process from an investigative standpoint.

2. Current DL/ID legislative details should be reviewed and future budget feasibility should be determined.

3. Begin filing for legislative amendments to allow for both DDL testing and evaluation, and for long-term recognition of a DDL as a valid form of ID.

4. Once legislation is approved for a pilot, the credential issuer should evaluate qualified vendors to test the DDL technology.

5. When a vendor is selected, they can begin the pilot planning and identify the use-cases that will be included.

6. Key players in the ecosystem should be consulted and informed throughout the pilot planning process.

7. Conduct a live pilot to test the real-life usage and identify opportunities and areas of concern for the technology.

8. Evaluate the pilot results and determine viability for full-scale implementation of a DDL.

9. With legislation in place, implement DDL with the selected vendor at a gradual rate – segmented in the most logical way for the state.

What does this mean for you?

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For More Information
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