



Ellipsis Technologies uses cutting edge artificial intelligence to distinguish between bots and humans on websites

New technology seeks to eliminate bot traffic without testing visitors

GREENVILLE, SC, USA, September 28, 2015 /EINPresswire.com/ -- Ellipsis Technologies, a SaaS based web security company, has developed an artificial intelligence (AI) algorithm called the Ellipsis Human Presence™ that can tell the difference between a human and a bot on a website based on human behavior including mouse movements and keystroke timing. This presents a significant departure from the current methods that require all visitors to a website to be tested as if they were an Internet bot.

"Our goal is to route all suspicious traffic to a Turing test or off the site while at the same time allow humans to use a site without any annoying prompts for action", says Joe Milam, COO Ellipsis. "If you are a person entering a site using the Ellipsis Human Presence you will never be asked to enter those blurry numbers and letters again."

Internet bots currently make up [half of all Internet traffic](#). [29% of those bots are malicious](#), aiming to impersonate, hack, scrape (web harvesting or web data extraction), or spam. Although Turing tests are the most common method for identifying human site visitors and blocking bots, they all require a physical interaction with the site visitor. Existing versions include CAPTCHA, reCAPTCHA and a variety of puzzles and games. Research has shown that Turing tests, which are getting increasingly more difficult, are often met with frustration and multiple failed attempts. It has been shown that 3-4% of site visitors abandon a site prior to even attempting a Turing test and 30-40% fail on the first attempt.

"Ellipsis is the future of human recognition technology. No more wasting time proving you're not a robot. Ellipsis works undercover, vastly improving the customer experience and providing better data back to our business." - Allison Pickett, COO Atlas Vault and Ellipsis Human Presence client.

Ellipsis Technologies is interested in helping solve bot problems for endusers with more than 1 million site hits per month. They are also interested in building partnerships with web and security companies who provide cybersecurity services to their customers.

Ellipsis Technologies, headquartered in Greenville, SC, is producing a suite of AI products leveraging their Human Presence technology to detect and route bots off websites, validate software licenses, detect impairment, and the reporting of bot traffic through Google Analytics.

Atlas Vault has created a SaaS portal that helps CEOs answer the question "Who are our vendors and what cyber security risks are we sharing?" For the full story, check out Atlasvault.com.

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