

**“Badges?
We don't need no
stinkin' badges!”**

A Look at Identity on the Web

Mark Phillip
markphillip.com

Microsoft Wallet

September 1997

Microsoft Wallet
Microsoft Passport
October 1999

Microsoft Wallet
Microsoft Passport
.NET Passport
September 2001

Microsoft Wallet
Microsoft Passport
.NET Passport

Microsoft Passport Network

August 2005

Microsoft Wallet
Microsoft Passport
.NET Passport
Microsoft Passport Network
Windows Live ID

June 2006

“Create your sign in credentials (e-mail and password) once, then use them everywhere...”

“... is a safe, faster, and easier way to log in to web sites.”

“... making the world more social”

“... instantly awakens and strengthens the community that visits your site by enriching it with social features.”

Valet Key

Windows Live ID

<http://dev.live.com>

OpenID

<http://openid.net>

MySpaceID

<http://developer.myspace.com/community>

Google Friend Connect

<http://www.google.com/friendconnect/>

Twitter's OAuth

<http://oauth.net/>

Facebook Connect

<http://developers.facebook.com/connect.php>

Thanks!

Mark Phillip
markphillip.com