



## **EyeLock Integrates Embedded Iris Recognition Technology into ViaTouch Media's Auto-Retail Solution**

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NEW YORK, Aug. 20, 2018 /PRNewswire/ -- [EyeLock LLC](#), a leader of iris-based identity authentication solutions, today announced it has integrated its embedded iris recognition technology into VICKI™ [ViaTouch Media's](#) auto-retail solution that has been designed to change the vending landscape by implementing highly secure transactions and access control.

"We are very pleased to be an integral part of the commercial launch of VICKI™, the ground-breaking auto retail solution developed by ViaTouch. With a multitude of innovations included in this machine, the addition of EyeLock iris authentication technology creates an even greater separation between VICKI™ and current vending solutions. In particular, it provides a level of security significantly greater than fingerprint or facial recognition," said Jeff Carter, EyeLock's Chief Executive Officer.

VICKI will provide consumers with the easiest and most secure authentication process, with EyeLock's technology embedded directly into the machine. Further, the inclusion of EyeLock's embedded technology gives consumers and businesses a fast, easy-to-use experience plus the confidence of knowing their transactions will be secure. The total solution is integrated and operable with [First Data's](#) online payment networks.

VICKI is an Internet of Things (IOT), self-checkout solution for retail, powered by artificial intelligence and other advanced technologies. It is a modern replacement for traditional vending experiences and the first retail solution to leverage AI at the point-of-sale. VICKI can recognize and authenticate consumers, learn their preferences and then act on them, serving as a virtual clerk. The retailing system is equipped with smart shelves that know what and how much is on each, which products consumers look at, what they take/put back and view on display. In addition, VICKI communicates with consumers via directional speakers, so conversations are only between the machine and consumer.

"VICKI uses a combination of computer vision, patented sensors and artificial intelligence, making it the world's first AI virtual clerk at the point of sale. In ViaTouch's collaboration with EyeLock and First Data, we are able to provide convenience, value and security second to none," said Tom Murn, ViaTouch Media's Chief Executive Officer.

VICKI is available now. Initial deployments will be on ViaTouch machines strategically launched on university campuses, in hotels and hospitals as well as select retail partners.

EyeLock's technology provides an unprecedented level of convenience and security with unmatched biometric accuracy, making it the most effective way to authenticate identity aside from DNA. EyeLock's proprietary iris authentication technology looks at more than 240 unique iris characteristics and provides a fast, user-friendly authentication experience. This technology is easily embeddable into other technologies and is suitable for use in many market segments. While biometric modalities such as facial and fingerprint recognition are satisfactory for low to medium security applications, iris provides the highest level of security and convenience. Notable use cases for iris identification include, but are not limited to, enterprise, healthcare, financial services, education, corrections, stadiums, border control, automotive, government, and more.

### **About ViaTouch Media, Inc.:**

ViaTouch Media Inc. is a technology and media company that specializes in IoT and Retail solutions. ViaTouch is the world's first company to bring Artificial Intelligence to the point of sale through VICKI, an IoT Auto-Retail device that features the world's first virtual assistant specifically designed to help consumers shop in the most secure manner possible. For more information, please visit our website at [www.viatouchmedia.com](http://www.viatouchmedia.com).

### **About EyeLock:**

EyeLock LLC is an acknowledged leader in advanced iris authentication for the Internet of Things (IoT), providing the highest level of security with EyeLock ID™ technology. Iris authentication is highly secure because no two irises are alike and the iris is the most accurate human identifier other than DNA. The company's significant IP portfolio, including more than 75 patents and patents pending, and proprietary technology enables the convenient and secure authentication of individuals across physical and logical environments. EyeLock's solutions have been integrated and embedded across consumer and enterprise products and platforms, eliminating the need for PINs and passwords. Corporations across the Fortune 500 recognize the level of security EyeLock provides due in part to its extremely high false acceptance rate, ease of use, and scalability. As a sponsor member of the Fast Identity Online Alliance (FIDO), a non-profit organization dedicated to creating a safer and more secure digital presence for consumers, EyeLock is dedicated to advancing digital privacy and next generation security. For more information, please visit our website at [www.eyelock.com](http://www.eyelock.com).

### **About VOXX International Corporation:**

VOXX International Corporation (NASDAQ: VOXX) has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Today, VOXX International Corporation has an extensive distribution network that includes power retailers, mass merchandisers, 12-volt specialists and most of the world's leading automotive manufacturers. The Company has an international footprint in Europe, Asia, Mexico, South America, and a growing portfolio, which now comprises over 30 trusted brands. Among the key domestic brands are Klipsch®, RCA®, Invision®, Jensen®, Rosen Electronics, Audiovox®, Terk®, Acoustic Research®, Advent®, Code Alarm®, 808®, and Prestige®. International brands include Klipsch®, Jamo®, Energy®, Mirage®, Mac Audio®, Magnat®, Heco®, Schwaiger®, Oehlbach® and Incaar™. For additional information, please visit our website at [www.voxxintl.com](http://www.voxxintl.com).

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