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EyeLock and ViaTouch Media Form Strategic Partnership to Bring to Market, the First Auto-Retail Vending Solution Enabled by Artificial Intelligence Embedding Iris Authentication Technology

NEW YORK, Nov. 15, 2017 /PRNewswire/ -- [EyeLock LLC](#), a leader of iris-based identity authentication solutions and a majority-owned subsidiary of VOXX International Corporation (NASDAQ: VOXX), and ViaTouch Media today announced the integration of EyeLock's embedded iris recognition technology into ViaTouch's ground-breaking Auto-Retail solution that is designed to change the landscape of consumer purchasing in the most secure manner possible.

"This new partnership with ViaTouch is a major breakthrough for EyeLock," said Jim Demitrius, CEO of EyeLock. "For years, we have been investing in our IP portfolio, working with industry leaders in technology and across a diverse set of industries to introduce a portfolio of embedded products. This win is indicative of the many potential commercialized applications for iris authentication. The ViaTouch partnership underscores an innovative approach to protecting consumer identity and transaction security."

ViaTouch Media was formed four years ago with a goal of creating innovative business solutions utilizing artificial intelligence and other contemporary technologies to improve the consumer goods shopping experience. After rigorous R&D initiatives, the Company launched LISA™, dubbed a high-tech vending machine but so much more. LISA, which stands for Luxury Interactive Smart Shelves was first introduced in June 2016 at Hightech with First Data. This real-time, interactive media solution was designed to customize interaction between consumers and technology to drive a better consumer engagement.

From LISA, Vicki™ (ViaTouch Intelliself Cognitive Kinetic Interactions) was born utilizing artificial intelligence to bring the consumer experience more in line with today's smartphone! Vicki recognizes and authenticates a consumer, gets to know their preferences and then acts upon them, serving as a virtual clerk. Vicki engages with consumers, talks to them and delivers loyalty programs, discounts and other incentives all through real-time, interactive media and artificial intelligence technology. Vicki is equipped with smart shelves that know what products consumers look at, what they take/put back and view on display, and communicates with consumers via directional speakers so conversations are only between the machine and consumer.

Now, through this strategic partnership with EyeLock, Vicki will provide consumers with the easiest and safest authentication process, as EyeLock's iris authentication technology will be embedded into the machine itself. Furthermore, with EyeLock's embedded technology, consumers and businesses will have an easy-to-use and fast experience, and will rest easy knowing their transactions will be secure as the embedded technology will be integrated and operable with First Data online payment networks. Machines utilizing EyeLock's innovative solutions will be available in early Q2 of 2018. "ViaTouch is proud to innovate with EyeLock and First Data to create the most secure AI iris authentication self-checkout payment solution in the world," said Tom Murn, CEO of ViaTouch Media.

EyeLock's technology provides an unprecedented level of convenience and security with unmatched biometric accuracy, making it the most proven 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 experience. EyeLock is one of the only companies in the world to utilize dual-eye authentication. The Company's approach provides maximum flexibility by offering designs that have either, on-board or host-based processing and illumination. Algorithm performance capabilities for speed and accuracy have been validated by Novetta, a leader in advanced analytics technology and independent biometric testing, as unmatched in the market. EyeLock's reference designs have working distances of up to 60 cm with a false accept rate of 1 in 1.5 million for single eye authentication and a false reject rate of less than 1%.

Vicki will be available in January 2018. The initial group of machines will be strategically placed in select Universities, Apple Stores (for employee use), Hotels, Hospitals and a few select retail partners to be announced at a later date. ViaTouch will be unveiling Vicki this Thursday evening, November 16, at The Freedom Tower in New York City to a group of customers, partners and potential investors.

Vicki will also be showcased by EyeLock in the VOXX International Corporation booth at the 2018 International Consumer Electronics Show, held in Las Vegas, NV on January 9-12, 2018.

About EyeLock

[EyeLock LLC](#), a majority owned subsidiary of VOXX International Corporation (NASDAQ: VOXX), 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 100 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 low false acceptance rate, ease of use, and scalability. As a sponsor member of the FIDO (Fast IDentity Online) Alliance, 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 www.eyelock.com.

About ViaTouch Media

ViaTouch Media Inc. is a privately-owned company focused on transforming the retail industry by developing Vicki, the first artificial intelligence, online self-inventory, media delivery IoT device at the point of sale. Once your identity and payment mechanism is validated via credit card, eye or thumb biometrics connected to a "getVicki" account, you are able to open the door and browse. Vicki connects the store to the internet by providing instant information on products via AI & directed sound so she won't disturb others while she is talking to you. Once a final product selection is made, Vicki will display the selection and price through patented shelf load sensor technology. Once the door is closed with the selection, your purchase is complete. Additional ground-breaking technology called Apple VAS (Value Added Services) will be enabled in the future by First Data and Worldnet. For more information, please visit www.viatouchmedia.com.

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