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2015 Jeep First to Incorporate EyeLock's Iris Identity Authenticator

CNBC features simplicity and value of iris authentication in a vehicle

HAUPPAUGE, N.Y., March 23, 2015 /PRNewswire/ -- [VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), first introduced the EyeLock ID vehicle application at the 2015 International Consumer Electronics Show in January, in a 2015 Jeep Wrangler inside the VOXX International Booth. EyeLock's iris identity authentication technology is being used as a proof of concept to validate the driver and authorize the start of a vehicle. Integrating this biometric solution into vehicles provides a significantly higher level of vehicle security than what is currently available today. The EyeLock technology was also integrated in a 3D printed automobile designed and developed by the Department of Energy's Oak Ridge National Laboratory (ORNL) at the 2015 North America International Auto Show in late January.

EyeLock was recently featured on CNBC where Anthony Antolino, EyeLock's Chief Marketing and Business Development Officer and Tom Malone, President of VOXX Electronics Corporation demonstrated the simplicity of utilizing the EyeLock ID technology to validate only authorized drivers to start the vehicle.

Last year, VOXX entered into a partnership with EyeLock to deliver myris, a game changing identity authentication product to consumers. myris is a USB-enabled iris identity authenticator offering the most convenient and secure way to authenticate someone's digital identity. myris works by converting an individual's iris patterns to a code unique only to that person, to grant access to devices and digital platforms.

"myris is currently available at retail locations nationwide, offering consumers a simple way to protect what is most important to them, their personal information as well as their identity," said Tom Malone, President of VOXX Electronics Corporation. "We have been a pioneer in the automotive after-market and OE channels and recognize the opportunity that EyeLock represents to bring an entirely new level of security and personalization into the automotive space."

"EyeLock's technology is proven to have broad applications across the spectrum of consumer touch points and enterprise solutions. The utilization of EyeLock's iris authentication solutions across automotive applications enables a contextual and immersive experience for the driver, while unlocking new ways for automakers, content providers and insurers to engage consumers," explained Anthony Antolino, EyeLock Chief Marketing and Business Development Officer.

With the EyeLock ID vehicle application installed, even if someone unauthorized got a hold of your keys, they would not have the ability to start the car. Only an authenticated user can start the vehicle, the authentication process takes less than five seconds to complete and is as simple as looking in the mirror on the visor. Aside from granting access to start the vehicle, the EyeLock ID vehicle application could also offer users customized vehicle settings that would automatically set seat and mirror positions, radio presets, or any other customized features offered by the vehicle. The solution will offer up to five registered users' access to the vehicle.

The EyeLock ID vehicle application could also provide benefits for Usage Based Insurance applications as well as the Fleet Industry. By providing that extra level of security to access a vehicle, fleet managers would be able to utilize this technology to monitor their fleet to ensure drivers with authorized access are the ones behind the wheel, while also helping to maintain each driver's hours of operation.

Follow the links below to view the full CNBC interview demonstrations:

[Cars Now Scanning Your Iris](#)

[Eye Scan Identifies Drivers](#)

For more information about the EyeLock ID Vehicle Application, please visit: www.voxxelectronics.com and/or www.eyelock.com

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About VOXX Electronics Corporation (VEC):

[VOXX Electronics Corporation](#) (VEC) is a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), a leading global supplier of mobile and consumer electronics products. VEC is a recognized leader in the marketing of automotive entertainment, Location Based Services (LBS), rear observation systems, and vehicle security. Its extensive distribution network includes power retailers and 12-volt specialists as well as nearly all of the major [vehicle manufacturers \("OEMs"\)](#), both domestically and abroad.

VOXX Electronics possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Primary brands include [Audiovox®](#), [Invision®](#), [Jensen®](#), [Car Connection](#), [Omega®](#), [Advent®](#), [Code Alarm®](#), [Prestige®](#), [Pursuit®](#) and [Excalibur®](#). For additional information, please visit our Web site at www.voxxelectronics.com.

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ: VOXX), formerly Audiovox Corporation 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 is a global company...with 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](#) and [South America](#), and a growing portfolio, which now comprises over 30 trusted brands. For additional information, please visit our Web site at www.voxxintl.com.

About EyeLock

[EyeLock](#) is a leader in iris authentication and provides the highest level of security with EyeLock ID technology. The company's proprietary, embeddable technology enables the convenient, secure authentication of individuals across physical and logical environments. EyeLock's software has been integrated across consumer and enterprise platforms, eliminating the need for PINs and passwords. [myris](#), the first consumer accessible iris authentication device, is available at more than 1,000 retail locations across the U.S. including Best Buy, Staples, Fry's, TigerDirect, ABC Warehouse and eyelock.com. No two irises are alike, and outside DNA - the iris is the most accurate human identifier. Corporations across the Fortune 500 recognize the level of security EyeLock provides due in part to its false accept 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 providing digital privacy and next generation security.

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