



News Release

VOXX Electronics Demonstrates myris, Iris Identity Authenticator for Vehicle Application

HAUPPAUGE, NY AND LAS VEGAS, NV – JANUARY 5, 2015 – LVCC, CENTRAL HALL, BOOTH 10417 – [VOXX Electronics Corporation \(VEC\)](#), a wholly-owned subsidiary of [VOXX International Corporation](#) (NASDAQ: VOXX), announced today that the Company will leverage the 2015 International Consumer Electronics Show to debut its myris iris identity authentication proof of concept for vehicle application.

Last year VOXX entered into a partnership with EyeLock, Inc. to deliver game changing identity authentication to consumers. myris, a USB-enabled iris identity authenticator offers 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 secure their online identity.

“The success of myris at the consumer level is being widely accepted, allowing consumers to protect what is most important to them, their personal information as well as their identity,” said Tom Malone, President of VOXX Electronics. “We have been a pioneer in the automotive after-market and OE channels and recognize the opportunity myris represents to bring an entirely new level of security and personalization into the automotive space.”

“As the most secure biometric next to DNA, the human iris provides a level of identity certainty that previously was unavailable in vast applications,” explained Anthony Antolino, EyeLock Chief Marketing and Business Development Officer. “With EyeLock's EyeLock ID platform technology, iris identity applications can be seamlessly integrated into connected devices across the ‘internet of things’ providing security, truly personalized experiences and new enterprise management tools, with more convenience and ease-of-use than other solutions on the market today.”

Bringing this biometric solution to vehicles would provide a significantly higher level of vehicle security than what is currently available today. 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 without being an authenticated user of the vehicle. The authentication process takes less than five seconds to complete and is as simple as looking in the mirror on the visor, as demonstrated in our proof of concept vehicle. Aside from granting access to start the vehicle, the iris authentication could also offer users customized vehicles 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 vehicle solution 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.

Check out the myris Vehicle Application Solution in the Jensen/DUB vehicle at the VOXX International Booth #10417 in the Central Hall at CES!

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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.

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