



News Release

VOXX Electronics and EyeLock Inc. Announce Strategic Partnership to Deliver Game Changing Iris Identity Authentication to Consumer and Enterprise Markets

Partnership with EyeLock Delivers Patented USB Enabled Iris Identity Authenticator Virtually Eliminating the Need for Usernames or Passwords

HAUPPAUGE, NY and LAS VEGAS, NV – January 6, 2014 – LVCC, CENTRAL HALL, BOOTH 10404/10415 – [VOXX Electronics Corp \(VEC\)](#), a newly formed wholly-owned subsidiary of [VOXX International Corp.](#) (NASDAQ: VOXX), and [EyeLock Inc.](#), a market leader of iris-based identity authentication solutions, today announced a strategic partnership to deliver **myris™, a USB-enabled iris identity authenticator that offers the most convenient and secure way to authenticate your digital identity.**

Iris authentication has been available to corporations and enterprises for years, but no platform has been simple enough for consumers to use in everyday situations. **myris** changes all that with its patented iris authentication technology from EyeLock. **myris** works by converting an individual's iris patterns to a code unique only to that person, then matches that code to your eyes to grant access to the devices and digital platforms.

“Fraud and identity theft cost businesses and consumers millions every year. Companies large and small have struggled to provide a level of security that protects against this,” said Tom Malone, President of VOXX Electronics Corp. “With **myris**, any business regardless of size can protect itself from fraud and any consumer can protect the thing that is most important, their personal information and their identity.”

myris uses EyeLock's proven video based iris authentication technology, providing an unprecedented level of security. It's simple to use—**myris** simply plugs into any USB compatible device and provides security for up to five users in mere seconds. **myris** is compatible with Windows 7 and 8, Mac OS and Chrome OS. Whether in the workplace, at home or on the road, users will have peace of mind knowing access to their digital worlds is secure.

“EyeLock is the only iris authentication technology to employ fast motion video and dual eye authentication, allowing us to provide a more seamless, simple and user-friendly experience, with unparalleled levels of security,” said Jim Demitrius, Chief Executive Officer, EyeLock “Partnering with VOXX Electronics guarantees our technology will reach the broadest possible audience and propel digital security into the next era.”

Malone continued, “We have one of the finest distribution networks in the world that includes specialists, mass merchants and power retailers in every consumer electronics market and our

intention is to market this product throughout the network.” Malone concluded. “We will also be focusing our efforts on the enterprise markets where we believe there is enormous potential in business, banking and the medical fields.”

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.audiovoxproducts.com.

About EyeLock Inc.

[EyeLock](#) is a global leader in iris-based identity authentication technology solutions. The company is changing the way identities and information is protected from theft and financial fraud. Established in 2006, EyeLock has built an extensive IP portfolio and broad suite of physical access control hardware and logical access control solutions. The company's software development kit (SDK) for embedding across OEM products and platforms extends EyeLock's move deeper into logical applications by integrating the technology across consumer and enterprise devices and digital networks. Its solutions help meet critical needs across vertical industries spanning enterprise, education, financial services, public sector and retail, among others. 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.

About VOXX International Corporation:

[VOXX International Corporation](#) (NASDAQ:VOXX) is the new name for Audiovox Corporation, a company that was formed over 45 years ago as Audiovox that has grown into a worldwide leader in many automotive and consumer electronics and accessories categories, as well as premium high-end audio. Through its wholly-owned subsidiaries, VOXX International proudly is recognized as the #1 premium loudspeaker company in the world, and has #1 market positions in automotive video entertainment and remote starts, digital TV tuners and digital antennas. The Company's brands also hold #1 market share for TV remote controls and reception products and leading market positions across a wide-spectrum of other consumer and automotive segments.

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. Among the key domestic brands are [Klipsch®](#), [RCA®](#),

[Invision](#)®, [Jensen](#)®, [Audiovox](#)®, [Terk](#)®, [Acoustic Research](#)®, [Advent](#)®, [Code Alarm](#)®, [CarLink](#)®, [Excalibur](#)®, [Prestige](#)®, and [Pursuit](#)®. International brands [Hirschmann Car Communication](#)®, [Jamo](#)®, [Energy](#)®, [Mirage](#)®, [Mac Audio](#)®, [Magnat](#)®, [Heco](#)®, [Schwaiger](#)®, [Oehlbach](#)® and [Incaar](#)™. The Company continues to drive innovation throughout all of its subsidiaries, and maintains its commitment to exceeding the needs of the consumers it serves. For additional information, please visit our Web site at www.voxxintl.com.

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