An accurate, cost-effective, efficient, secure and nonintrusive lie detection method that detects deception in 30 minutes by analyzing eye behavior. Ideal for helping protect countries, corporations and communities from corruption, fraud and threats.
When Your Story Needs the Truth About Deception Detection

To News Reporters & Bloggers:

Thank you for your interest in Converus, creators of EyeDetect® — the world’s first ocular-motor deception detection solution. EyeDetect is an accurate, cost-effective, efficient, secure and nonintrusive method that detects deception in 30 minutes by analyzing eye behavior.

If you’re for a source expert in...

- Effectively and humanely “screening” those entering from another country
- Lies and deception
- Lie detection technologies
- The credibility assessment industry
- Keeping communities safe by screening sex offenders and parolees
- Protecting a company’s assets and reputation
- Periodic employee screening
- Pre-employment screening
- Government and law enforcement deception detection needs

...Converus can provide the expert you need for your story.

For more information, please visit: www.converus.com

You may also access our online press kit: https://www.dropbox.com/sh/fzkptlm1c1kbrjq/AADdJp1ewQ3uz8NavT7oCqGa?dl=0

To schedule an interview or for any other news media-related inquiry, please contact:

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EyeDetect Description
EyeDetect is the world’s first nonintrusive lie detection technology that accurately detects deception in 30 minutes by analyzing eye behavior.

EyeDetect’s Purpose
EyeDetect helps protect countries, corporations and communities from corruption, fraud and threats.

EyeDetect’s Industry
Credibility assessment (also known as the lie detection industry).

EyeDetect’s Unique Characteristics
• First nonintrusive lie detection technology that accurately detects deception in 30 minutes by analyzing eye behavior.
• Scientific lab and field studies and peer-reviewed journal articles show EyeDetect has a mean accuracy of 86 percent.
• When used in conjunction with the polygraph, and when both tests have the same result, the “confidence outcome” increases substantially. More info.

The 5 Steps of an EyeDetect Test
1) The person being tested sits in front of an EyeDetect Station, which is a computer equipped with a high-definition, infrared eye-tracking camera. The eye tracker is calibrated to monitor involuntary eye behavior.
2) The person answers a series of true/false questions for 30 minutes.
3) The question responses, along with pupil changes and other eye behavior, are measured and stored on a secure, encrypted device.
4) At the conclusion of the test, the eye measurements and test responses are uploaded to a secure cloud server where it is analyzed by proprietary algorithms.
5) A detailed report is generated within 5 minutes, and a Converus Credibility Index Score indicates whether the person is credible or deceptive to the questions asked.

EyeDetect Fun Facts
• The high-definition, infrared eye-tracking camera takes approximately 60 measurements per second of involuntary eye behavior in each eye — including pupil dilation, blink rate and other eye movements — to detect deception.
• During the course of a 30-minute test, over 90,000 eye measurements are recorded of each eye — 180,000 total.
• In March 2016, Midas, in Spain, became first well-known European brand to use EyeDetect to assure customers that its employees were trustworthy. The brand is now ranked #1 in their market (was #4).
• Converus Science Team members Dr. John Kircher, a widely recognized expert in government and industry on the subject of deception detection, and Dr. David Raskin, internationally-known and highly respected scientists in the polygraph community, invented the world’s first computerized polygraph system in 1991.
• There are more than 350 EyeDetect customers in 22 countries running tens of thousands of tests annually.
• There are approximately 100 EyeDetect Service Providers in 25 countries.
• The EyeDetect software user interface is available in multiple languages, including English, Spanish, and Arabic.

Lying, Corruption Fun Facts
• “Lying is, in a pure physiological sense, an unnatural act.” – Lewis Thomas, American physician and biologist at Harvard Medical School, Pulitzer Prize nominee, and author.
• Studies reveal humans have an accuracy rate of about 54% for detecting a liar (about as good as a coin flip).
• Corruption costs 5% of global GDP.
• In the U.S., $50 billion is stolen annually from businesses by employees.
• In Russia, corruption consumes 44% of GDP.
• In the U.S., the Employee Polygraph Protection Act prohibits using lie detectors in private companies.
EyeDetect Customers

- Federal agencies in Guatemala (funded by U.S. Dept. of State), Israel, Mexico, Peru, Colombia, Panama, Singapore, Czech Republic, and an Arabic-speaking agency. (Due to confidentiality, names cannot be given.)
- Midas (Spain)
- U.S. customers include Salt Lake Police Department (UT), Boise Police Department (ID), Kent Police Department (WA), Las Cruces Sheriff’s Office (NM), and the Davis County District Attorney (UT).

EyeDetect Test Topics

There are more than 600 EyeDetect tests covering more than 50 test topics, including:

- Bribes
- Counterfeiting
- Crimes
- Cyber Crimes
- Documentation fraud
- Drug trafficking
- Drug use
- Fuel theft
- Inappropriate benefits
- Identity theft
- Money laundering
-Stealing
- Terrorism
- Ties to criminals
- Unauthorized transactions
- Violent crimes

Story of EyeDetect’s Invention

- In 2002, Professor John Kircher, a widely recognized expert in government and industry on the subject of deception detection, and his colleague Doug Hacker, an educational psychologist with expertise in the psychology of reading, were driving to Seattle to climb Mt. Rainier. En route, they wondered if changes in eye movements and pupil size while reading and answering questions about a crime would reveal deception. Specifically, “Would changes in cognitive load affect the eye in such a way that we can capture those changes and be as accurate as the polygraph in predicting whether or not someone is being deceptive?” Thus the idea for an ocular-motor deception test (ODT) was born — later to be branded as EyeDetect.
- In 2003, Professors Kircher and Hacker formed a science team that included cognitive scientists Anne Cook and Dan Woltz. They began working together to produce and validate an ODT solution. (David Raskin joined the science team in 2009.) They continued to fine-tune the technology over the years, and after two formal scientific studies during this time, the technology was finally ready to be released to the marketplace in April 2014.

EyeDetect Timeline (Highlights)

- 2002 – Ocular-motor deception test (ODT) concept conceived.
- 2003 – Work began at the University of Utah to develop the ODT technology.
- 2013 – ODT technology branded as “EyeDetect.”
- April 8, 2014 – EyeDetect technology announced at a press conference in Mexico City and released in Spanish Latin-America.
- August 2015 – EyeDetect released to the U.S. market.

About the Company Behind EyeDetect

Converus, headquartered in Lehi, Utah (about 28 miles south of Salt Lake City), is committed to providing trustworthy credibility assessment solutions. The company was formed in June 2010 (under a different name) and renamed Converus in December 2013.
The idea to create technology capable of tracking eye behavior to determine deception detection originated in 2002. But the precursor of Converus actually began decades earlier.

Professors John C. Kircher and David C. Raskin are internationally-known and highly respected scientists in the polygraph community. They frequently consult and lecture on this subject, as well as provide guidance to the polygraph community, government agencies, legislatures, and the courts.

They first published their research on polygraph technology in the 1970s. They then spent 10 years developing the software and hardware for the world’s first computerized polygraph system, which they marketed in 1991. They also recognized the need to find new deception detection methods that could complement the polygraph.

In 2002, John Kircher, a psychophysicologist and his colleague, Doug Hacker, an educational psychologist with expertise in the psychology of reading, were driving to Seattle to climb Mt. Rainier. En route, they wondered if changes in eye movements and pupil size while reading and answering questions about a crime would reveal deception. They asked themselves, “Would changes in cognitive load affect the eye in such a way that we can capture those changes and be as accurate as the polygraph in predicting whether or not someone is being deceptive?”

Thus the idea for an ocular-motor deception test (ODT) was born — later to be branded as EyeDetect®.

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In 2006, after completing substantial testing of this concept, a University of Utah psychology graduate student working with this science team published their findings. The Osher Dissertation documented the first laboratory study that demonstrated the effectiveness of the ODT.

A second formal scientific study in 2008 confirmed the effectiveness of the ODT technology, and its results were published in the Webb Dissertation in August of that year.

In June 2009, entrepreneur Donald R. Sanborn met John Kircher and the science team and was introduced to the ODT technology. In October of that year, Credibility Assessment Technologies LLC (CAT) was formed to bring this technology to the market, and newly appointed CEO Don Sanborn invested in the technology. In June 2010 CAT signed a license with the University of Utah for the technology (the University originally owned the technology because its faculty had developed it).

In 2012, additional field studies were conducted. The results were peer reviewed by other scientists and professors and published on April 30 of that year in the Journal of Experimental Psychology: Applied.

Don Sanborn, who had played a key role in managing and running Credibility Assessment Technologies, stepped down on Dec. 31, 2012 to become a board member.

Alta Ventures — an early-stage venture capital fund based in Monterrey, Mexico that provides seed, venture and growth capital — invested in the company in January 2013 with the objective of accelerating the commercialization of the technology. This investment spurred the hiring of software industry veteran Greg Parkinson as the chief software architect in March 2013. His job was to take what the science team had developed and commercialize it. That same month, CAT was restructured as a C-Corp.

In September 2013 the technology was given the brand name EyeDetect. Todd Mickelsen, who has a track record of bringing technology to the market, was appointed as the company’s new president and CEO in October 2013. During the next two months, the company validated the use of EyeDetect outside the United States and optimized its algorithms for the Latin American culture and for Spanish speakers.

On Dec. 12, 2013, the company was officially renamed Converus, Inc. The name Converus comes from two Latin words: con (meaning with) and verus (meaning truth).

After 10 years of the Converus Science Team fine-tuning EyeDetect, this innovative technology emerged as a viable, complementary method to the polygraph for business and government applications. Converus’ vision is to provide trustworthy, innovative solutions for the deception detection industry.

On April 8, 2014, at a press conference at the Four Seasons Hotel in Mexico City, Converus announced the worldwide release of EyeDetect. Approximately a dozen news outlets were in attendance, resulting in more than 30 news stories.

On May 22, the first EyeDetect station was shipped.

In July, Russ Warner joined as VP Marketing, Operations; and Neal Harris joined as VP Worldwide Sales. In August, Ben Stout joined as Chief Technology Officer.

In January 2015, Converus held its inaugural Partner’s Conference at its headquarters in Lehi, Utah. In March, Converus® and EyeDetect™ become registered trademarks. The Science Channel featured EyeDetect on its program “Through the Wormhole” with Morgan Freeman in April.

In August, EyeDetect was officially launched in the U.S., and the Salt Lake Police dept. became the first U.S. law enforcement customer. In October, Converus appointed Fernando Ferreira as VP of Latin America and Caribbean Sales.

December — Converus demonstrated EyeDetect to the U.S. Federal government at a seminar series in Washington, D.C.

By year’s end, Converus had over 175 customers in various countries.

On January 14-15, 2016, Converus held its 2nd annual Partner Conference in Las Vegas, with 51 partners now on board. Also this month, Lafayette Instrument Company — the world’s largest polygraph manufacturer — partnered with Converus to sell EyeDetect. In February, the Converus Advisory Board was established with three noted credibility assessment experts: Don .

In March, Midas (in Spain), became the first well-known European brand to use EyeDetect. The company launched a national campaign promoting its use of the technology. Also this month, Converus released an Arabic version of EyeDetect.

In June, the tablet version of the EyeDetect station is released. In August, Mark Handler stepped down from his role as a Converus Advisory Board member and joined the company as Director of Professional Services.

January 2017: Converus now has over 350 customers in 22 countries.

On March 17, polygraph and forensics expert Darryl Bullens joined the Converus Advisory Board, taking Mark Handler’s place. On May 10-12, Converus will hold its 3rd annual Partner Conference, this time in Cancún, Mexico.
Converus Says EyeDetect Will Help the US Prevent Terrorists from Entering Our Homeland as Refugees

EyeDetect is a humane, nonbiased screening test that identifies terrorists among refugees or other immigrants within 30 minutes. Converus says EyeDetect should be adopted now to help protect the U.S. from future terrorist attacks.

LEHI, Utah – July 28, 2016 – With the U.S. on track to process 10,000 Syrian refugees this year, government officials and military experts are concerned that terrorists can infiltrate refugee groups because of inadequate vetting procedures. GOP Presidential Candidate Donald Trump recently called for improving the vetting of those who want to enter the U.S. Converus, a Utah-based tech start-up, says the government should quickly adopt its EyeDetect screening tool to safely allow the refugee flow to continue.

EyeDetect is an automated test that requires a person to answer a series of true/false questions on a computer screen while a high-definition, infrared eye-tracking camera monitors eye behavior — including pupil dilation, blink rate and other eye movements — to detect deception. Lying increases cognitive load, which causes involuntary changes in the eyes. The test is available in multiple languages, including Arabic.

“It’s not so much that we need ‘extreme vetting,’ as Trump wants,” said Converus President and CEO Todd Mickelsen. “What we really need is an efficient, accurate, humane, and nondiscriminatory method for vetting anyone immigrating to the U.S. We need to take care of those displaced from their homes, while at the same time not compromise the security of the U.S.”

Mickelsen says his company’s technology is “refugee friendly” because it’s nonintrusive and only takes 30 minutes. He added that it doesn’t rely on any form of documentation from the person being tested or any previous background checks — which is important because refugees may have no documentation and many cannot be found in any databases.

– MORE –
Examples of EyeDetect test concepts include: “Have you committed any acts of terrorism?” “Do you have ties to ISIS, al Qaeda or any other terrorist organizations?”

According to Mickelsen, EyeDetect is the first breakthrough in effectively uncovering lies since the polygraph was invented nearly 100 years ago, and is also the most accurate screening test solution on the market. Field tests show EyeDetect has a mean accuracy of 86 percent. In a recent Bloomberg interview, billionaire investor Mark Cuban touted EyeDetect as a technology solution for identifying terrorists.

Last December Converus executives were in Washington, D.C. demonstrating their screening solution to officials from the State Department, Secret Service, Department of Defense, National Security Agency, National Center for Credibility Assessment, armed forces and others, as well as to several members of Congress.

“We’re on their radar as an additional tool to enhance the existing vetting process,” said Mickelsen. “EyeDetect will make it easier for the U.S. government to effectively vet anyone en masse because of its efficiency. It’s a modern technology designed to meet the very trying challenges of today’s unpredictable world.”

According to French prosecutors, two of the ISIS terrorists who attacked Paris last November entered Europe posing as refugees fleeing Syria. Director of National Intelligence James Clapper told lawmakers early this year that ISIS was “taking advantage of the torrent of migrants [entering Europe] to insert operatives into that flow.”

Former Secretary of Defense Donald Rumsfeld, in an interview by The Daily Mail, said that widespread resettlement of Syrian refugees into the United States could be a Trojan Horse for terrorists seeking to enter the county.

“Anyone who thinks the radical Islamists are not going to try to utilize every venue they can find to infiltrate in the United States, and in western European countries, to achieve their goals — these people just don’t get it. … They’ve announced what they’re going to do,” he said.

For more information, visit www.converus.com.

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About Converus®

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For Immediate Release
PAGE 1 OF 2

EyeDetect Can Help Law Enforcement Hire Honest, Reputable Officers

Screening job candidates can be challenging for law enforcement agencies. Converus says EyeDetect can determine during a 30-minute true/false test if an individual is trustworthy and hasn’t previously engaged in any unlawful or unethical behavior that would disqualify him or her from being a police officer.

LEHI, Utah – July 27, 2016 – With the increased scrutiny police departments nationwide are now experiencing, it’s more important than ever for law enforcement to ensure officers are trustworthy. Technology start-up Converus says its hiring and screening tool, EyeDetect, can help automate and greatly streamline the credibility assessment phase of the hiring process — especially for agencies that use Law Enforcement Pre-Employment Tests (LEPET).

To meet the needs of law enforcement, Converus offers an EyeDetect LEPET, which it says can be modified to meet the specific needs of any police or sheriff’s department, including a version for new hires and another for lateral transfers. Applicants answer a series of true/false questions on a computer screen while a high-definition, infrared eye-tracking camera monitors involuntary eye behavior — including pupil dilation, blink rate and other eye movements — to detect deception.

Converus and its network of EyeDetect Service Providers are demonstrating EyeDetect to police departments nationwide. Detective Sye from the Glendale Police Department in Arizona recently took the EyeDetect “numbers test,” where the candidate picks a number between 1-10 and then purposely lies about it. “I got busted,” he said when EyeDetect correctly guessed his number was 3.

“Making proper hires is crucial to preserving a police department’s reputation,” said Converus President and CEO Todd Mickelsen. “EyeDetect can uncover if a job candidate has committed fraud, been dishonest, used drugs, accepted bribes, lied on his job application, established terrorist ties, or engaged in other unlawful or unethical behaviors.”

– MORE –
Mickelsen said that due to the cost and minimal availability of polygraph examiners, some police departments turned to Voice Stress Analyzer (VSA) as a tool for vetting candidates.

"Unfortunately, scientific studies indicate that VSA is only 50-65 percent accurate. Plus, it lacks peer-reviewed research," said Mickelsen. "With EyeDetect, agencies and departments now have a viable, accurate and automated solution they can utilize with as little as two hours of training."

Field tests show EyeDetect is 86 percent accurate, which Mickelsen says makes it the most accurate screening test solution available. An EyeDetect test takes 30 minutes, and pass/fail results are generated within 5 minutes.

“We think that we will have a better screened candidate who will be a better employee for the department for years to come,” said Lt. LaMar Ewell of the Salt Lake City Police Department, Converus’ first law enforcement customer.

According to the U.S. Bureau of Labor Statistics, there are an estimated 653,740 police and sheriff’s patrol officers currently employed. The U.S. Department of Justice says the approximately 16,000 general purpose state and local law enforcement agencies nationwide hire about 61,000 officers annually.

“With the amount of officers applying for jobs, we know there’s a market for a screening technology that’s fast, nonintrusive, unbiased and incorruptible,” said Mickelsen. “A recent ABC News report found there are 1,000 applicants for every 70 positions. Law enforcement departments need a more efficient screening method like EyeDetect.”

For more information, visit www.converus.com.

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Midas Spain Uses EyeDetect to Prove its Employees can be Trusted

With mechanic shops the fifth most complained about sector annually, Midas launched a public awareness campaign in Spain, using EyeDetect — the world’s first eye behavior-based deception detection test, to reassure the public that Midas employees are trustworthy.

LEHI, Utah – April 21, 2016 – To refute research data from the Spanish National Consumer Institute showing mechanic shops are the fifth most complained about sector annually, Midas launched a public awareness campaign, “The Eyes Don’t Lie.” In the campaign, Midas challenges its repair shop professionals to undergo a revolutionary lie detection test called “EyeDetect,” invented by the Utah-based company Converus. EyeDetect is the first solution to detect deception by analyzing eye behavior.

Midas, the chain specializing in complete auto care, is the first company in Europe to use EyeDetect to scientifically demonstrate the truthfulness of its values: innovation, quality, and confidence in the maintenance services it provides to its customers. The campaign focuses on demonstrating employee compliance with the following company objectives: (1) the Official Vehicle Inspection (LA Revisión Oficial) is followed for all vehicles serviced, (2) all customers are offered a courtesy car, a benefit that Midas pioneered in the industry, (3) employees follow process and quality controls for all vehicles serviced, (4) all parts or products are guaranteed to be as good as the original equipment manufacturer, (5) all mechanics have been professionally certified, and (6) the service bill estimate provided to the customer prior to work commencing will be the final price paid.

“The goal of our new ‘The Eyes Don’t Lie’ campaign, using EyeDetect, is to demonstrate our commitment to our brand, and that customers can rely on Midas,” said Midas CEO Ramón Rueda.

– MORE –
Based on the creative resources of its ad agency, Proximity, the campaign encompasses online, radio and outdoor media to show consumers that Midas is a trustworthy, reliable brand. Using a high-speed precision camera, EyeDetect tracks involuntary eye behaviors that result when a person is lying. EyeDetect has been shown to be 86 percent accurate. More than 20 Midas mechanics and franchisees from various locations throughout Spain were involved in the challenge, demonstrating their truthfulness with an average reliability score of 88.3 percent. Anyone scoring below 50 percent is deemed not credible, or untruthful.

“As an early adopter of our new, scientifically validated lie detection technology, Midas is poised to potentially gain a commanding competitive advantage among auto care companies in Spain,” said Converus President and CEO Todd Mickelsen. “Consumers are much more apt to do business with a company they know has trustworthy employees.”

EyeDetect was originally created to fight fraud and corruption in businesses and government entities, estimated to be a $2.6 billion problem worldwide. More recently, it’s also being marketed as a tool in countries to screen refugees and visa applicants for terrorists, as well as a way for communities to screen parolees and sex offenders. The technology is currently used by more than 225 organizations and government agencies worldwide as a screening tool for job applicants, and for periodic testing of employees, to detect illicit conduct or other unethical behavior.

“Our goal is to help companies like Midas maintain integrity in the workplace by helping identify and prevent any unethical or illegal behavior,” said Mickelsen.

EyeDetect monitors involuntary eye behavior — such as pupil dilation, blink rate and eye gaze fixations — to detect deception while a person answers true/false questions on a computer screen. The test takes 30 minutes and provides a “truthful” or “deceptive” score within 5 minutes. Polygraph exams, the long-time standard for lie detection, require a trained examiner, take at least 90 minutes to conduct, and reports can sometimes take hours to receive.

For more information, visit www.converus.com and www.midas.es.

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Press Quotes

The press have been fascinated by the EyeDetect technology. Here are a few of their comments.

“Converus is marketing a new lie detecting product called EyeDetect, which the company claims is 85% accurate, or 95% accurate when combined with other manners of lie detection. It is already being used by government officials in some Latin American countries for screening political candidates.”

“A new technology, EyeDetect, measures eye responses to detect truthfulness.”

“New system pitched to Trump’s team tracks involuntary movements to reveal the truth in half the time of a polygraph.”

“Now law enforcement has a new tool in an effort to get the truth. It’s a new lie detection technology called EyeDetect.”

“They say you can tell if a person is lying by watching their eyes. A new lie detector is putting that theory to test.”

“The company has touted its technology as an effective way to help investigate whether any terrorists have infiltrated the ranks of refugees coming into a country.”

“You may never be able to tell a little white lie again. Investigators say they have a new way to tell if you’re fibbing, and it does not involve a lie detector.”

“It’s all in the eyes. Reading a liar’s eyes, in fact. It’s called EyeDetect.”

“Authorities in Ohio have a new way to tell if you’re telling the truth.”

“It’s being called the ‘Pupil Polygraph’ and it can be used with or instead of the traditional lie detector test.”

“It’s really interesting. You don’t even have to say a word. The test can determine if you’re lying by looking at your eyes.”

“A new type of lie detector test scans your eyes to determine whether or not somebody is lying or telling the truth. It’s called ‘EyeDetect,’ and it’s one of the crime-fighting technologies that was on display here in San Diego this week at the Police Chief’s Convention.”

“The eyes can reveal so much, like if someone is lying. That’s the premise of EyeDetect — a digital lie detector that put me to the test.”

“You really can’t hide your lying eyes. A brand new type of lie detector that scans your eye boasts an 85% accuracy rate.”

“Turns out your eyes do give you away after all. When we lie, it takes more mental effort, more energy. And that effort causes our pupils to dilate ever so slightly. You can’t see this change with the naked eye, but according to researchers it happens every time someone lies. Now a company called Converus is giving this pupil change a closer look.”

“Now let’s get you to a story that sounds a bit like science fiction. A computer program that scans your eyes to see if you are lying. Law enforcement agencies around the country are using this technology to screen suspects and companies are screening potential employees.”

“Today local police departments got their first look at a new technology meant to make us all safer. The company, Converus, is now using EyeDetect to see if suspects are lying.”

“The company, Converus, is bringing a new type of lie detector to the world.”
Press Coverage

Converus has had nearly 200 stories about its EyeDetect technology. Here’s just a sampling.

www.converus.com

Converus Press Kit
John C. Kircher, Ph.D.
Chief Scientist, Converus Science Team

Dr. Kircher is a widely recognized expert in government and industry on the subject of deception detection. He has published more than 90 scientific publications and technical reports in the field of psychophysiological detection of deception and has served as a consultant on deception detection to the U.S. Department of Defense, U.S. Secret Service, U.S. Department of Homeland Security, National Science Foundation, National Research Council, Royal Canadian Mounted Police, and numerous state and local police departments. He and his colleague Dr. Raskin developed the software and hardware for the first computerized field polygraph system in 1991 — which is still in use today. Dr. Kircher earned his Ph.D. in psychology from the University of Utah.

Douglas Hacker, Ph.D.
Member, Converus Science Team

Dr. Hacker currently researches writing and reading comprehension processes, metacomprehension, detection of deception, metacognition, self-regulated learning, and school/program evaluation. His current research interests are focused on the investigation of the psychology of writing, and he has developed a new methodology for the study of writing that uses eye-tracking technology. This methodology permits an online analysis of writing. At the present time, Dr. Hacker is actively engaged in the investigation of deception detection by using oculomotor measures while reading. Dr. Hacker earned his Ph.D. in educational psychology from the University of Washington.

Dan Woltz, Ph.D.
Member, Converus Science Team

While a graduate student at Stanford University, Dr. Woltz worked primarily with Dr. Richard Snow on the Aptitude Research Project funded by the Office of Naval Research. Following his graduate work and prior to coming to the University of Utah, he worked for five years conducting basic research on cognitive abilities and learning processes at the Air Force Human Resources Laboratory. Dr. Woltz has received external funding for his research from the Air Force Office of Scientific Research and Draper Laboratories, and his work has been published in publications such as Journal of Experimental Psychology: General, Journal of Experimental Psychology: Learning Memory and Cognition, Journal of Memory and Language, and Memory & Cognition. He earned his bachelor's degree in psychology from University of Minnesota and his Ph.D. in educational psychology from Stanford University.

Anne Cook, Ph.D.
Member, Converus Science Team

Dr. Cook conducts studies in the psychology of reading, using eye-tracking technology to investigate the memory and attention processes involved in reading comprehension. Although much of her research has investigated these processes in typically developed adult readers, she has also conducted studies on cognitive impairments in individuals with autism. More recently, she has applied her background in eye tracking and psychology of reading to research on cognitive load during complex problem solving and to the detection of deception. Dr. Cook holds a Ph.D. in cognitive psychology from the University of New Hampshire, a Master of Science in college teaching from University of New Hampshire, a Master of Arts in cognitive psychology from University of New Hampshire, and a Bachelor of Arts in psychology from Louisiana State University.

David C. Raskin, Ph.D.
Member, Converus Science Team

Dr. Raskin has served on the faculties of UCLA, Michigan State, and the University of Utah. He has authored more than 150 scientific articles, chapters, books, and reports, including "Scientific Methods in Criminal Investigation and Evidence and Credibility Assessment: Scientific Research and Applications" (published in 2014). He has received research grants and contracts on the subject of deception detection from the National Institute of Justice, National Science Foundation, Department of Defense, Central Intelligence Agency, U.S. Secret Service, and National Institute of Mental Health. He frequently consults and does training for many U.S. federal agencies and foreign governments. The laboratories of Professor Raskin and his colleague, Dr. John Kircher at the University of Utah, are recognized worldwide as leaders in research and development of polygraph methods and computer techniques for the conduct and analysis of polygraph examinations. He earned his Ph.D. in psychology from UCLA.

Converus Science Team

Converus’ Science Team represents decades of experience in deception detection. Combining scientific acumen with technological savvy, these recognized experts are the inventors and drivers behind the company’s innovative products and solutions enabling customers worldwide to have trust in their workforce and to effectively detect deception.

Converus Press Kit
Converus Management Team

Converus is guided by proven experts in business, software and technology.

**Todd Mickelsen**
President & CEO

Todd Mickelsen has more than 25 years of high tech senior management experience in business development, sales and product management at start-ups and established software giants, including Microsoft. Prior to joining Converus, Todd was Director of Product Management at Ancestry.com. As a co-founder of NextPage, a provider of search and content networking software, he also served as the Managing Director of NextPage Europe Ltd., overseeing the EMEA business out of the London office. As VP of Business Development at FAST Search, he helped grow the company to more than $100M in revenue — leading to an acquisition by Microsoft for $12B. At Microsoft, Todd provided product direction for Microsoft’s enterprise search products. Todd holds a Bachelor of Science in marketing and business from Brigham Young University.

**Greg Parkinson**
Chief Software Architect

Greg Parkinson is a software industry veteran with a long history of engineering and delivering scalable systems and platforms. Greg previously worked as Chief Software Architect at MediConnect Global, where he helped position the company for acquisition by Verisk Analytics (Nasdaq: VRSK) in 2012. Prior to MediConnect, he was the Chief Software Architect at Ancestry.com, where he invented many of the necessary, innovative algorithms for the company’s massive member trees and other proprietary data management solutions. He also helped grow revenue from $12M to more than $250M at the time of the company’s IPO in 2010. Greg has a Bachelor of Science with a double major in computer science and mathematics from Christopher Newport University in Newport News, Virginia, where he graduated magna cum laude.

**Ben Stout**
Chief Technology Officer

Ben Stout brings years of experience building industry-leading enterprise systems and managing technology teams. He previously worked as CTO at MediConnect Global. Ben joined MediConnect in its startup phase and played an integral role in designing the scalable software, infrastructure and products that helped grow the company into a 1,000-employee corporation — which sold in March 2012 for $377M. The applications and workflow processes he developed while at MediConnect are used on a daily basis by some of the country’s largest health and life insurance companies. Ben has a Bachelor of Science degree in computer science from Brigham Young University.

**Neal Harris**
VP, Worldwide Sales

Neal Harris has almost 30 years of sales and executive sales management experience with high tech start-ups and major technology suppliers. Prior to Converus, Neal was Vice President, Enterprise Sales at Jive; a Global Account Manager at Cisco; and VP of Sales at Foundry Networks (acquired by Brocade for $38B). His previous start-up experience includes Packet Engines (acquired by Alcatel for $385M), Ascend Communications (acquired by Lucent for $23B) and SynOptics Communications, the inventor of the most widely deployed networking technology today - 10/100/1000BaseT Ethernet. Neal has a Bachelor of Science in international finance from Brigham Young University.

**Fernando Ferreira**
VP, Latin America and Caribbean Sales

Fernando Ferreira, based in Monterrey, Mexico, is fluent in Spanish, Portuguese and English. He has nearly 20 years experience selling in the telecom, enterprise software and simulation industries. He previously worked for Alianza, LANDesk, Blackbaud Inc., Imadigi, and Immersive Technologies. While at Immersive, he increased sales by 660 percent in 18 months. He has a Bachelor of Science in computer science from Universidad Latinoamericana de Ciencia y Tecnologia.

**Mark Handler**
Director of Professional Services

Mark Handler is an independent polygraph instructor and consultant. He serves on the board of the American Polygraph Association (APAA) and American Association of Police Polygraphists (AAPP). He has published over 50 scientific articles on the topic of polygraph and credibility assessment. Previously, he was a Deputy Sheriff in Montgomery County, Texas and a U.S. Navy nuclear submariner. Mark previously served on the Converus Advisory Board.

**Russ Warner**
VP, Marketing and Operations

Russ Warner has extensive management, marketing, sales, business development, and international experience. He’s worked at many technology companies, including Novell, WordPerfect and Altiris (part of Symantec). Prior to Converus, he was CEO at ContentWatch, makers of Net Nanny, where he achieved the highest level of customer acquisition in company history. Before that, he was Managing Director at SageCreek Partners. He was VP Sales at Alianza Inc., VoIP platform provider in the U.S. and Mexico, where he attained 300% revenue growth in two years. As Director of Sales for Altiris, he established the Latin America division with offices and personnel in five countries — leading to $6M in revenue and 75 channel partners in four years. Russ received a Bachelor of Science in zoology pre-med and an M.B.A. from Brigham Young University.
Reporters and bloggers may download any of the following high-resolution (300 dpi) images, as well as other images and information, from our website: http://converus.com/collateral/.

**The eyes don’t lie.**

**Converus Logo**

**EyeDetect Logo**

**EyeDetect Test Station**

Suggested cutline: Scientists at Utah-based technology company Converus spent more than 10 years perfecting a nonintrusive lie detection method called EyeDetect. It was released worldwide in April 2014.

**Taking EyeDetect Test**

Suggested cutline: An EyeDetect exam starts with the test subject sitting in front of an EyeDetect station. A high-definition, infrared eye-tracking camera then monitors involuntary eye behavior — including pupil dilation, blink rate and eye gaze fixations — to detect deception while the subject answers true/false questions on a computer screen.

**Taking EyeDetect Test w/Test Administrator**

Suggested cutline: EyeDetect enables companies to screen job candidates and identify those who falsify their experience or are untruthful about previous activities with illegal drugs, stealing from an employer, accepting or receiving inappropriate benefits from an employer or divulging confidential information. Companies can also use it to screen current employees for deception.

**EyeDetect Monitor: Telemetry**

Suggested cutline: As the subject answers a series of true and false questions, the answers to these questions — along with involuntary pupillary changes and eye movements — are precisely measured by the high-definition, infrared eye-tracking camera. Converus is the first company to create a deception detection product based on an ocular-motor deception test.

**EyeDetect Monitor**

Suggested cutline: Since the EyeDetect test is automated, one proctor can administer up to 14 tests per day. An exam takes 30 minutes and is at least 86 percent accurate.