

## 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**. This is as good or better than polygraph.
- 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

## EyeDetect Uses

- Screening potential job candidates.
- Periodic screening of current employees.
- Screening refugees, immigrants and foreign nationals.
- Monitoring parolees, including sex offenders and probationers.
- Urinalysis (UA) tests (drug testing).

## EyeDetect Target Markets

- Corporations (in the U.S., most private companies cannot use a lie detection technology).
- Federal, state and municipal governments.
- Law enforcement.
- Departments of corrections.

## Top 5 Credibility Assessment Tools (ranked by accuracy)

- 1) EyeDetect and fMRI (brain scan)
- 2) Polygraph
- 3) EEG (Electroencephalography – measures brain activity through electrodes attached to the subject's scalp.)
- 4) Computer Voice Stress Analyzer (CVSA)
- 5) Personality or Integrity Test

## 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.
- August 23, 2015** – IdentityDetect released

## 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.