Product Description

EyeDetect is the world's first nonintrusive lie detection technology that accurately detects deception in 15-30 minutes by analyzing eye behavior.

The Industry

Credibility assessment (also known as lie detection).

EyeDetect's Unique Characteristics

- EyeDetect is the first lie detector that monitors eye behavior to detect deception.
- EyeDetect is the first breakthrough in effectively uncovering lies since the polygraph was invented nearly 100 years ago.
- When used in screening, scientific lab and field studies, as well as peer-reviewed journal articles, show EyeDetect has a mean accuracy of **86**%. That's comparable to the best polygraph.
- When used in investigations, an initial field study shows this test technique is **90**% accurate.
- When used in conjunction with the polygraph, and when both tests have the same result, the "confidence outcome" is about 98%. More info.
- Unlike polygraph, there are no cables or sensors attached to the examinee during an EyeDetect test.
- Because the test is automated, requires no examiner, and results are determined by an algorithm, EyeDetect is 100% unbiased.
- 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.

The 5 Steps of an EyeDetect Test

1. The person being tested sits in front of an EyeDetect Station, which is a computer with an eye-tracking camera mounted beneath the monitor. The eye tracker is calibrated to monitor involuntary eye behavior.
2. The person answers a series of true/false questions for 15-30 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 and 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

- Dallas Maverick's Owner/Shark Tank star Mark Cuban is an investor in Converus.
- In May 2018, a U.S. District Court in New Mexico allowed EyeDetect test results as evidence in court for first time.
- EyeDetect is currently used by nearly 500 customers in 40 countries worldwide in 30 different languages (including Arabic, Chinese, Czech, English, German, Hebrew, Hindi, Korean, Romanian, Russian, Spanish, and Turkish).
- EyeDetect customers are running tens of thousands of tests annually.
- There are approximately 105 Converus Service Partners in 37 countries.
- The eye-tracking camera mounted under the computer monitor 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, about 100,000 eye measurements are recorded of each eye.
- 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 — both internationally known and highly respected scientists in the polygraph community — invented the world's first computerized polygraph system in 1991.

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.
- U.S. employees steal $50 billion annually from employers.
- In Russia, corruption consumes 44% of GDP.
- In the U.S., the Employee Polygraph Protection Act (EPPA) prohibits using lie detectors in private companies.

EyeDetect Customers

- Federal agencies in Guatemala (funded by U.S. Dept. of State), 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 Palm Springs Police Dept. (CA), Boise PD (ID), Kent PD (WA), Idaho State Police, Las Cruces County Sheriff (NM), Livingston Parish Sheriff (LA), and the Davis County District Attorney (UT).

EyeDetect Test Topics

There are more than 2,000 EyeDetect tests covering hundreds test topics, including:

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

EyeDetect Uses

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

EyeDetect Target Markets

- Corporations (Most private U.S. companies cannot use a lie detection technology because of EPPA).

- 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 release 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.

May 2018 - EyeDetect test results are allowed as evidence in a U.S. district court for the first time.

About Converus (Pronunciation: con - vair' - rus)

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 company has 2 other products: **IdentityDetect** is the first browser-based identity verification technology that accurately detects fake identities in about 1–3 minutes and **IntegrityDetect** is the first integrity test that, accurately identifies the most trustworthy individuals within 6 minutes.