

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 psychophysicist 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®.

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.)

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.

In **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. In **February**, the Converus Advisory Board was established with three noted credibility assessment experts: Don Krapohl, Charles Honts, Ph.D., and Mark Handler.

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. World-renowned deception detection expert, bestselling author and TED talk superstar Pamela Meyer joined the Converus Advisory Board in **February**, followed by polygraph and forensics expert Darryl Bullens in **March**, and Jayson Ahern, former acting head of U.S. Customs and Border Protection, in **June**.

On **May 10-12**, Converus held its 3rd Annual Partner Conference, this time in Cancún, Mexico. In **July**, Converus updated its logo and changed its tagline to: Truth validated.

On **Aug. 23**, Converus released IdentityDetect, the first browser-based identity verification technology that accurately detects fake identities in less than 3 minutes. In October, the Converus Credibility Assessment Expert (CCA) certification is introduced.

**January 2018**: Converus now has 116 Service Partners and 429 EyeDetect customers in 35 countries. The 4th Annual Converus

Service Partner Conference is held Jan. 10-11 in Orlando, FL. Converus offered its first CCAE certification course in the U.S. In addition, Converus released IntegrityDetect, the first integrity test based on reaction time and a machine-learning analyzed technique. It accurately identifies the most trustworthy individuals within 6 minutes.

In **April**, EyeDetect test results are allowed as evidence in a U.S. court for the first time. Edwin Duterte, a CA candidate for the U.S. House of Representatives, became the first politician to verify he's honest and trustworthy by willingly submitting to a lie detector test – in this case, EyeDetect. Other politicians followed.

In **May**, Neal Harris, VP of Business Development, retired. And in **November**, EyeDetect was used on the nationally syndicated reality TV show, "Couples Court with the Cutlers" to help resolve relationship disputes.

**January 2019**: Converus now has over 500 customers in 40 countries. The EyeDetect test is available in 30 different languages. The EyeDetect Directed Lie Comparison (DLC) test for investigations is released. An initial field study shows this 15-minute test is more than 90 percent accurate. On Jan. 30-31, the 5th Annual Converus Service Partner Conference is held in Lehi, UT.