



CEO MESSAGE | TODD MICKELSEN

EyeDetect Featured in The New York Times Magazine as an AI Lie Detector

Hi,
There's no doubt AI is a HOT topic. And Converus is currently the only known company using AI in scientifically validated credibility assessments.

EyeDetect Featured in a Major News Outlet

A New York Times Magazine reporter recently contacted us about a story on unique ways technologies are using AI.

EyeDetect was included in her June 17 online story titled, "How A.I. Sees Us." It also ran in the printed magazine edition on June 20. This was substantial exposure for EyeDetect since their website receives 264 million visitors/month and their Sunday printed magazine reaches 1.62 million readers.

EyeDetect & AI

Given the global interest in AI, I'd like to briefly explain how EyeDetect tests are scored and how AI is used, so you can better understand and trust the results.

We use a two-part system called a decision model. It's comprised of an algorithm and rules of logic. This ensures the highest possible accuracy, fairness, reliability and integrity for test scoring.

Part I: Algorithm

This powerful statistical model is built with AI tools and is called a logistic regression equation. It analyzes physiological features such as pupil dilation, eye fixations, blink rate, error rate and response time, and calculates the likelihood of deception.

Research has shown that these features can reliably reflect deception-related cognitive activity. The algorithm computes a score from 1 to 99 and delivers a credible or deceptive result. These outcomes are grounded in decades of lab and field testing and continuously refined through ongoing research.

Part II: Rules of Logic

This part of the decision model is based on rules used to evaluate how a test taker responds or behaves during the test.

For example, the system looks at:

- how many issues occur
- how many times a person didn't respond
- and how much eye data the eye tracker collected during the session

If too many issues occur, the "rules of logic" indicate the data isn't reliable, perhaps due to:

- examinee confusion
- countermeasures (lack of cooperation)
- or technical limitations

If the rules of logic do not reveal a significant behavior in play, the algorithm assigns the credibility score as described in Part I above. If there are issues of concern, the rules of logic override the algorithm and deliver a recommendation of "not credible" due to one of the following:

1. random response
2. too many timeouts
3. probable confession
4. countermeasure related to the use of dilation eye drops

Fast, Trustworthy Results

Our goal is to provide you with fast and trustworthy results. Combining logical evaluation with scientific data modeling based on AI (specifically, machine learning) ensures every test is approached with the accuracy and integrity you expect from Converus.

Note: VerifEye uses the same decision model and other AI tools. We'll discuss in a future newsletter.

Take a free VerifEye Test Drive

Email us if you want more information or to view a specific training course.

Best,
Todd

Todd Mickelsen
President & CEO

P.S. - Forward this email to others interested in the world's most advanced credibility assessment technologies. If you have industry news or would like to share your experience using EyeDetect or VerifEye, we'd love to hear from you. Email info@converus.com.

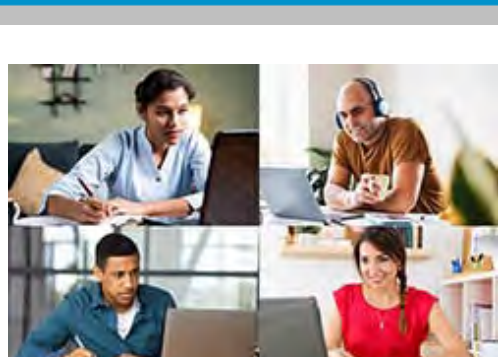
CONVERUS IN THE NEWS



06.17.202 – [How A.I. Sees Us](#)

Read how AI is used for lie detection and facial analysis

UPCOMING EVENTS

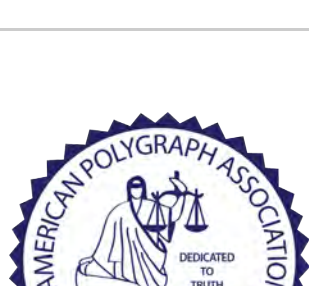


WORKSHOPS

Take advantage of a new training option from Converus. Join us on a free, 60-minute Teams call with a Converus expert to discuss specific topics. Learn more [here](#).



Aug. 4-6, 2025 – [16th Police Recruitment and Retention Summit](#) - St. Louis, MO



Aug. 24-29, 2025 – [APA 59th Annual Seminar and Workshop](#) - San Diego, CA

Russ Warner, COO at Converus, will be a speaker at the APA Seminar

ABOUT CONVERUS

Converus provides scientifically validated credibility assessment technologies. VerifEye® (U.S. patent pending) is the world's first mobile app to help organizations or individuals accurately verify the truth about a person — including background, identity, creditworthiness and claims — in about 10 minutes. EyeDetect®, which detects deception by measuring involuntary eye behavior, is a fast, accurate, affordable, noncontact, scalable, and fully automated option to polygraph. EyeDetect+ is the world's first automated polygraph, making the testing process impartial, accurate, and less intrusive (than a traditional polygraph). It assesses credibility by monitoring and recording ocular activity plus physiological activity similar to a traditional polygraph. Customers worldwide use the product line for screening and investigations to help protect countries, corporations and communities from corruption, crime and threats. Converus is headquartered in Lehi, Utah, USA. Visit: converus.com

[Manage Subscriptions](#)

Copyright © 2025 Converus, Inc. Converus® and EyeDetect® and the Converus and EyeDetect logos are registered trademarks of Converus, Inc. in the United States and/or other countries.

Converus Inc., 610 S. 850 E., Suite 4, Lehi, UT 84043, United States