

For Immediate Release

Your Eye Will Unlock The World:

TEDxEast Selects Jeff Carter of EyeLock to Speak at New York Event

NEW YORK – March 27, 2012 – [TEDxEast](#), a community of luminaries who are passionate about technology, entertainment and design, has selected Jeff Carter, Chief Strategy Officer of [EyeLock Corp.](#), to speak at their New York event on May 11, 2012. TEDxEast continues to captivate the imaginations of thousands of New Yorkers and global audiences alike through major one-day events and intimate “salons.” The highly anticipated 2012 edition entitled “The View From In Here” takes place in New York City on Friday, May 11, 2012 at [Lincoln Center’s Alice Tully Hall](#). This event will bring together innovators, explorers and leaders in the New York Metropolitan Area to discuss great ideas including Carter’s presentation on iris biometrics and the changing nature of identity.

Carter has been researching and predicting the profound impacts to human evolution caused by the convergence of a person’s digital and physical identity for the past 20 years. His presentation will focus on the design of the human iris and its unsurpassed capacity to protect people in a world where the physical and digital are so closely intertwined.

“Identity – the very essence of who we are and how we interact with others – is in a period of extraordinary flux. The internet and other new communication technologies have transformed the concept of identity and redefined our relationships to businesses, governments and a constantly churning network of friends and peers,” said Carter. “As our lives become more mobile and our dealings less commonly face to face, it is more important for each of us to be able to assert our identity with ease and confidence. My presentation will examine how the iris and biometrics technology will help us do just that.”

Currently, Carter is the Chief Strategist for EyeLock Corp., a leading provider of iris-based identity management products and technology solutions. He is renowned for his ability to turn abstract profound ideas into remarkable business ventures. In 2008, he founded the [Center for Future Banking](#), a joint venture between Bank of America and MIT that researched the impact of identity on global banking. As head of innovation for Bank of America, Carter played a key role in creating the bank’s first information strategy, a catalyst for advanced quantitative analysis, risk assessment and increased customer intimacy. He has been recognized as one of the most innovative leaders in the world by several groups of his peers, including *American Banker* magazine.

The holder of several patents related to information banking and the monetization of personal data, Carter is a champion for privacy, control and empowerment of an individual. Carter’s wildly imaginative opinions on issues ranging from biometrics and national security to privacy, personal identity and information ownership have been extensively published. He is collaborating with *Wall Street Journal* Best Selling Author, Donald Krause on their latest book, “The Art of War for Cancer,” to be published in May 2012.

About TEDxEast

TEDxEast seeks to develop and leverage the TED experience at a regional level, bringing together innovative thinkers to connect and discuss great ideas. TEDxEast works to share the voices of thinkers, innovators, and performers who will delight and inspire. TEDxEast is a collaborative effort on the part of many individuals. The founding committee members Marisa Farina, Julianne Wurm and Connie Frances Avila have expanded the event and the committee as the TEDxEast community continues to grow.

About EyeLock

EyeLock Corp., is a leading technology provider of iris-based identity management products and technology solutions. Transforming the way identities are authenticated and protected, the Company offers a broad suite of breakthrough solutions for the identity management, access control, border control and logical access sectors.

The proprietary, iris-based identity management solutions are cost-effective, scalable and easy-to-use iris recognition systems that operate while a person is in motion and at a distance. EyeLock delivers products and solutions where privacy, convenience and security are synonymous.

Media Contact:

Samantha Wolf

KCSA Strategic Communications

(212) 896-1220

swolf@kcsa.com