



NXT-ID, Inc. Launches New Wocket Consumer Website for 2015 Product Roll-out

January 6, 2015

Introducing Wocket™, the Smartest Wallet You Will Ever Own at www.ocketwallet.com

OXFORD, Conn., Jan 6, 2015 /PRNewswire/ -- NXT-ID, Inc. (NASDAQ:NXTD and NXTDW) ("NXT-ID" or the "Company"), a biometric authentication company focused on the growing mobile commerce market, announces the launch of a new consumer website in conjunction with the 2015 CES debut of the Wocket™ smart wallet.

The new consumer website, www.ocketwallet.com, shows viewers some typical Wocket transactions and shows how secure and easy it is to use. Wocket owners identify themselves through voice biometrics or a PIN, select the debit card, credit card or loyalty card of choice, make a transaction and once it is completed, the Wocket card is "zeroized" with all personal information erased.

Gino Pereira, CEO of NXT-ID said, "I'm excited to announce the next step in a series of milestones for 2015 for our Company. Our new website visually demonstrates to consumers very simply what our Wocket smart wallet is and how it works. As part of introducing a new disruptive payment and security technology, we need to show consumers how easy it is to replace their existing wallet with a Wocket and a single card. By understanding Wocket functions and features, it becomes clear why consumers need a Wocket and how Wocket acts as their personal vault in a time of unprecedented breaches of personal information."

NXT-ID is exhibiting its Wocket smart wallet at the 2015 International CES (Consumer Electronics Show) in Las Vegas, NV, January 6-9, 2015 at booth 21926 in South Hall 1, lower level (LVCC).

Wocket is a smart wallet designed to protect your identity and replace all the cards in your wallet, with no smart phone required. The Wocket works anywhere credit cards are accepted and only works with your biometric stamp of approval.

All your credit, debit, loyalty, gift, ID, membership, insurance, tickets, medical information, passwords, coupons, and virtually any other card can be protected on Wocket.

See the Wocket FAQ at www.ocketwallet.com.

Watch the Video: "Experience the Wocket Smart Wallet at CES 2015"

<https://www.youtube.com/watch?v=W8GQ7faZt7o&feature=youtu.be>

About NXT- ID Inc. - Mobile Security for a Mobile World: (NXTD) (NXTDW):

NXT-ID, Inc.'s innovative MobileBio® solution mitigates consumer risks associated with mobile computing, m-commerce and smart OS-enabled devices. The company is focused on the growing m-commerce market, launching its innovative MobileBio® suite of biometric solutions that secure consumers' mobile platforms led by **Wocket™**, a next generation smart wallet designed to replace all the cards in your wallet, no smart phone required. The Wocket works anywhere credit cards are accepted and only works with your biometric stamp of approval. <http://www.ocketwallet.com/>

NXT-ID' wholly owned subsidiary, 3D-ID LLC, is engaged in biometric identification and has 22 licensed patents in the field of 3D facial recognition <http://www.nxt-id.com/>, <http://3d-id.net/>

Forward-Looking Statements for NXT-ID: This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements reflect management's current expectations, as of the date of this press release, and involve certain risks and uncertainties. Forward-looking statements include statements herein with respect to the successful execution of the Company's business strategy. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of various factors. Such risks and uncertainties include, among other things, our ability to establish and maintain the proprietary nature of our technology through the patent process, as well as our ability to possibly license from others patents and patent applications necessary to develop products; the availability of financing; the Company's ability to implement its long range business plan for various applications of its technology; the Company's ability to enter into agreements with any necessary marketing and/or distribution partners; the impact of competition, the obtaining and maintenance of any necessary regulatory clearances applicable to applications of the Company's technology; and management of growth and other risks and uncertainties that may be detailed from time to time in the Company's reports filed with the Securities and Exchange Commission.

Contact:

Corporate info: info@nxt-id.com

Investors: investors@nxt-id.com

Media:

D. Van Zant
+1-800-665-0411
press@nxt-id.com

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/nxt-id-inc-launches-new-ocket-consumer-website-for-2015-product-roll-out-300016287.html>

SOURCE NXT-ID, Inc.