

## **Security and Your Money: Tampa Bay Radio Host Cedric Harris Talks to NXT-ID CEO Mr. Gino Pereira about the Wocket Smart Wallet**

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### **"You can Pretty Much Throw Your Old Wallet Away"**

SHELTON, Conn., July 2, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market, reports that CEO Mr. Gino Pereira was interviewed on July 1<sup>st</sup> on the Downtown Dave radio show in Tampa Florida. Mr. Pereira discusses the company's next generation smart wallet with the radio host Cedric Harris and how the Wocket™ aims to replace a traditional wallet with a new sleek, secure alternative.

Cedric Harris tells Gino he has never heard of the Wocket and asks "are there other digital wallets- and if so how is the Wocket different?"

Mr. Pereira shares how the Wocket is very different from Google Wallet and other digital wallets that are basically apps that work on a smartphone. He notes that all consumers are not quite ready for this technology, having security concerns. He goes on to explain that most consumers are quite happy paying using a credit card and how the Wocket and its card will fill the gap. It addresses all of the concerns from both the consumer and the retailer, as a lot of retailers are not set up for adoption of the app technology.

Mr. Pereira also discusses in the interview that 50% of consumers surveyed are not comfortable putting their payment information on a smartphone. He explains how the Wocket's biometrically secure technology; all separate from a smartphone prevents payment and identity theft.

Host Cedric Harris declares in the interview after hearing how the Wocket works, "So I guess you can pretty much throw your old wallet away."

Downtown Dave radio show airs in Florida on WTAN 1340 AM Clearwater, WDCF 1350 AM Dade City, WZHR 1400 AM Zephyrhills, and in Arkansas on KLRG 880 AM Little Rock.

Hear the interview: <http://nxt-id.com/ceo-mr-gino-pereira-interview-july-1st-downtown-dave-radio-show-tampa-florida>.

Wocket™ is a smart wallet, the next evolution following the smart phone and smart watch. NXT-ID is introducing its innovative, patent-pending Wocket™ as the next natural step in the evolution of smart devices. Wocket™ is a next generation 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.

Credit, debit, ATM, loyalty, gift, ID, membership, insurance, ticket, emergency, medical, business, contacts, coupon, and virtually any card can be protected on Wocket™. More than 10,000 cards, records, coupons, etc. and 100 voice commands can also be stored on Wocket™.

Wocket™ is now available for advance ordering at [www.ocketwallet.com](http://www.ocketwallet.com) at a price of \$149.99.

The full Wocket product FAQ is available to consumers and media at <http://nxt-id.com/wocket-faq>

### **About NXT- ID Inc. - Mobile Security for a Mobile World**

NXT-ID, Inc.'s (OTCQB: NXTD) 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 the **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.wocketwallet.com>

NXT-ID's wholly owned subsidiary, 3D-ID LLC, is engaged in biometric identification 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.

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