

Wocket Smart Wallet Competition "Show Us Your Wallet", #Needawocket Reveals Social Media Identity Theft Issues

August 5, 2014 12:18 PM ET

Wocket Helps Protect Against Identity Theft

SHELTON, Conn., Aug. 5, 2014 /PRNewswire/ -- NXT-ID, Inc., (OTCQB: NXTD) a biometric authentication company focused on the growing m-commerce market, notes that the current social media competition "Show us your Wallet", for its next generation smart wallet, Wocketâ„¢ reveals first-hand evidence of how social media can unintentionally play a role in identity theft.

"An exuberant contestant submitted a photo of their big fat bulky wallet, unfortunately displaying all the details of their driver's license", says Laurence Savin, a marketing consultant overseeing the contest for NXT-ID. "We obviously had to quarantine it and notified the contestant it was not best practice to publish information like this on social media."

Gino Pereira, CEO of NXT-ID, said "This issue has made headlines with people posting their credit card information on Facebook and Twitter. Social media interaction can incite behavior that may not ever be considered in the real world."

He went on to say "Your identity can be stolen from your driver's license, credit cards, debit cards and other personal information, all of which can be protected with the Wocket wallet; it's your own personal vault."

Wocket allows you to enter your personal information directly, without having to access the internet or a computer server. If your Wocket is lost or stolen all your personal information is hidden unless you are the authorized user. Your Wocket Card does not hold any identifying information after the card is swiped so if it is lost it has no value to others.

According to the *Consumer Sentinel Network, U.S. Department of Justice* report dated February of 2012, 10% of all Americans fell victim to some type of credit card fraud in 2011. A typical victim spends 44 hours recovering from credit card fraud/identity theft and an average of \$500 repairing the damage to their credit reports

Wocketâ„¢ 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 Wocketâ„¢. More than 10,000 cards, records, coupons, etc. and 100 voice commands can also be stored on Wocketâ„¢.

Wocketâ„¢ is now available for advance ordering at 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/>

The Wocket social media competition shows online participants how a secure Wocketâ„¢ that makes financial transactions with one biometrically secure card designed can replace all the cards in an out-dated wallet . Shared images reinforce the idea that old bulky wallets are on the way out being replaced by smart wallets and more secure payment and identity protection technology.

Participant photos can be voted on at the gallery by liking the page at www.facebook.com/wocketwallet.

The Wocket team will choose the oldest, most uncomfortable and most overstuffed wallets to win one of 10 Signature Series Wocket smart wallet and \$150 MasterCard gift card prize pack. The competition closes August 17 2014.

To get involved now, enter on:

Facebook: facebook.com/wocketwallet OR direct link <http://woobox.com/nhnpes>

Twitter: Tweet your wallet photo with hashtag #needawocket

Instagram: Share your wallet photo with hashtag #needawocket

See the Wocket Facebook page for more details www.facebook.com/wocketwallet

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' 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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SOURCE NXT-ID, Inc.

Source: PR Newswire (August 5, 2014 - 8:00 AM EDT)

News by QuoteMedia

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