



### Next Generation Biometric Products for Enterprises, Smart Homes, and Time and Attendance



**Shiraz Kapadia – CEO**  
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**CEOCFO: Mr. Kapadia, what is the focus for Invixium?**

**Mr. Kapadia:** The focus for Invixium is to engineer world class, next generation, modern biometric products for use in enterprises, smart homes and for time and attendance.

**CEOCFO: Where are we now and what do you have that is better?**

**Mr. Kapadia:** Biometrics has been around for quite some time, however, it has always been associated with security alone and therefore, the products that were built for physical or logical access control have not focused on design, usability and modern operating systems. What we have realized, now that biometrics is widely adopted and privacy concerns are being alleviated, is that the world wants more security and as we use and demand security more and more, we look at these products more and more. Therefore, it is very important that the technologies we use are ergonomic, well designed, look nice and fit the décor. I do not like carrying keys and cards around; I like to just come to the door, place my finger on a device and if I am authenticated, the door should just open. Whether it is a business, an office, a manufacturing plant or a home, our focus is bringing biometrics to the mainstream and ensuring that smart technology is also elegant.

**CEOCFO: Do you see smart homes as a big potential market? Is the public is ready now or is it down the line?**

**Mr. Kapadia:** If you had asked me this question about two years ago, I would have said maybe, but since Apple incorporated the fingerprint sensor into the iPhone 5S, I think consumers are adopting the use of biometrics in their day-to-day lives. It was just about businesses two years ago, but now we announced in a press release last month that we are partnering with Control4, one of the leaders in smart home controllers in the market. Invixium products are now integrated with Control4 systems and will be used in homes whether for access into the house or inside the house; to secure a home office or a wine cellar or maybe a swimming pool in the back yard, etc. In addition, biometrics is the only way where one can personalize the home automation experience. For example, if I enter my house and I place my finger, the controller inside the house knows it is Shiraz that has entered and therefore, the lights in my room will turn on, the curtains or the drapes on the window of my room will open. If someone else enters, it knows it is someone else and therefore the television channel will turn on to his or her preferred channel. It is this personalization of the home automation experience that Invixium is bringing to homeowners.

**CEOCFO: What is involved in a faster and better system?**

**Mr. Kapadia:** I personally and key members of my team have twelve to fifteen years of experience in the biometric industry. I joined the industry in 1999 when it was just at its inception. We have gone through the entire evolution cycle of the biometric industry and three years ago I founded Invixium with a team of high caliber people. A few of them are in my executive team. We have utilized everything we have learned about the biometrics market and about biometrics as a technology. What is involved is a tremendous amount of experience and technological innovations in terms of fingerprint algorithms that are able to make sure that it matches the person it is supposed to match and it only lets the person that says they are who they are, into the door and not anybody else. We have also taken a very mainstream operating system as our development platform, one of a very few, if not the only fingerprint biometric manufacturers that run Android as an operating system. That is what I mean by modern and next generation products. We are able to bring to users, business owners or homeowners the technology for access, convenience and control, which they are already using in their day-to-day lives, for their smart homes etc.

**CEOCFO: How do you decide where to focus?**

**Mr. Kapadia:** Focus is very important, so we are very selective in whom we partner with. For example, for the smart home space, we partnered with a company like Control4. At present we are focused on Control4 and the markets they serve.

Our products complement their offering as we bring the personalization experience to smart homes. Control4 states they are “the leader in home automation”, and we say we are complimenting the leader in home automation by allowing them to personalize the home automation experience. In the enterprise access space, which is access to buildings, businesses, manufacturing plants, government buildings, offices and anything that requires security or convenience for that matter, we are very selective in which channel partner we sign with and have some big names who are working with us like Ingram Micro for example. They are stocking and distributing our products in the Canadian and Indian markets. We are going to expand the relationship with Ingram by going into other geographies like Australia, New Zealand and down the road, the United States as well. There are many other renowned partnerships we treasure. The third vertical that we are focused on is Time and Attendance (T & A) and biometrics is very popular in the T & A industry because the electronic time tracking of employees is demanded more and more by business owners so they can track when the employees come in, when they go on breaks and when they leave the office. More importantly, whether we like it or not, intentional or unintentional time theft has been very prominent in various industries. What I mean by intentional time theft is buddy punching, which has been a very big problem and employers have lost a tremendous amount of productivity in payroll dollars due to the issue of buddy punching. With biometrics, I cannot punch your card because I do not have your finger, so business owners love it. Biometrics eliminates buddy punching, plus it allows businesses to do electronic time tracking, they do not have to go through complicated manual time tracking sheets and calculate who gets paid what, which is all prone to errors. Now it is all electronic and very accurate. We are focused on these verticals. We simplified our product offerings so that we can easily tell what product is suitable for which particular opportunity. For example, our IXM Touch is very popular in the T & A industry because it has an LCD screen and you can punch in or press F1 to come in the door, press F2 to leave the office, press F3 when you are going on a break etc. IXM Mycro is a finger only device that comes with different card options, it is our entry-level product. IXM Sense has a multi spectral imaging sensor and it is very suitable for challenging environments like construction industries, manufacturing plants when people have something like grease on their fingers. That is how we engineer our products.

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**CEOCFO: *What surprised you as the business has grown and developed?***

**Mr. Kapadia:** The demand. What surprised me is how quickly we were able to get to market and how much the market was deprived of modern, next generation, simple to use, elegant products.

**CEOCFO: *You mentioned going into different geographies. Is the market the same worldwide?***

**Mr. Kapadia:** When I talk about enterprise access, meaning access to buildings and offices, security concerns are much higher in certain geographies compared to others. For enterprise access and T & A, the need for security in the Middle East, Africa, Asia, and Eastern Europe has made biometrics very popular. Security is a much higher concern in these regions than in North America or Europe. However, when it comes to smart home or the “internet of things” or home automation, North America and Europe are leading the way in popularizing this technology.

**CEOCFO: *Was that your initial plan or did you go in the areas as you saw what was developing?***

**Mr. Kapadia:** It was our strategy to launch our offerings first in the Middle East and Africa. I personally feel that those geographies are very quick adopters of new technology. Although many technologies are invented and discovered in North America, the geographies that are the fastest to adopt new technology are the Middle East and Africa. With being a new entrepreneurial business, that is where we are focused. We launched our company at Intersec, the world’s largest security tradeshow in Dubai back in 2013 and there was amazing adoption. Once we were able to do deployments, we did and continue to broadcast our work through social and traditional media and that was when the world came to know about Invixium and our products and the great work that we are doing. We started focusing on the smart home sector and entering this very challenging vertical where no biometric product has ever been able to penetrate, we knew we had to partner with Control4, a leader in home automation.

**CEOCFO: *Why pay attention to Invixium today?***

**Mr. Kapadia:** We listen to customers and the market. We are a very aggressive and dynamic team. Our products will touch the soul of customers, meaning we focus on design and use and not just technology. We take into consideration all aspects of design from the product, the packing, the box opening experience, the installation of the product, and the look and feel from a day-to-day experience.

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