



**Freedom.
Mobility.
Community.**

Social accessibility & digital services
for the visually-impaired and the
tech-challenged elderly.



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Freedom.
Mobility.
Community.

Why We Exist

- Venmo, WhatsApp, Instagram...and granddaughters' birthday photos:
- The modern miracles of mobility, technology, and community...
- so **285 millions** of motivated consumers no longer feel left behind.



Our Products and Services

True accessibility to the world of digital services for the visually-impaired.

Telephony Products

- Application to use with current phones
- Classic phones with keyboards
- Touch-based devices similar to modern smartphones

SERVICES:

- Remote Assistance
- Supervision and monitoring functions

Our Eureka Moment

Our starting point was not,
“What can technology do?”

It was,
“What can WE do to bring the
blind into this world of mobile
wonders?”

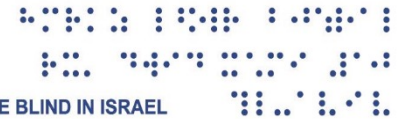
Our Eureka Moment

הספרייה המרכזית
לעיוורים ולבעלי לקויות קריאה

The Central Library
for Blind and Reading Impaired People



המרכז ליעוור בישראל
THE CENTER FOR THE BLIND IN ISRAEL



Michael
Vakulenko
CTO

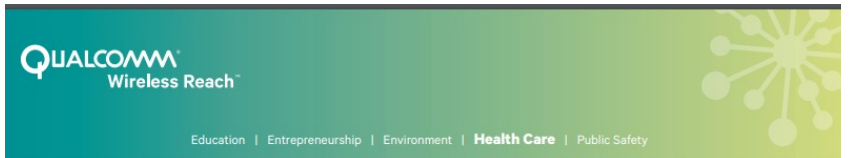
Boaz
Zilberman
CEO

Oleg
Shnaydman
R&D mgr.

Arik Siegel
President

Oleg
Shnaydman
R&D mgr.

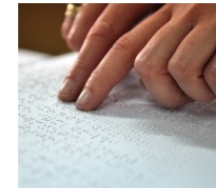
The First Product



“This is a whole new reading experience and gives me the independence to make my own choices, whenever I like.”

Caterina Bloom, blind since birth, works as a quality assurance technician at a local bank

ISRAEL



2013 Statistics

- » Life expectancy: 81.2 years
- » Population: 7.7 million (est.)
- » GDP per capita: US\$32,800 (2012 est.)
- » Mobile penetration: 128.1% (est.)

Sources: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/>). Mobile penetration data provided by World Cellular Information Service.

With always-on connectivity to libraries for the blind, I have real-time access to the periodicals and books I want and don't have to wait two or three weeks for a CD to arrive by mail anymore. With my RAY phone, I can browse the library shelves just like anyone else. This is a whole new reading experience and

Project Ray: A “RAY of Light” on Independence for Blind and Visually Impaired People

Project RAY demonstrates the power of advanced wireless smartphone technology with the creation of the RAY device, an always-on, easy-to-use, multi-function, mobile phone with a user interface (UI) optimized for eye-free interaction. Poised to become the new gold standard in accessibility tools for blind and visually impaired people, the RAY solution uniquely enhances the typical Android smartphone. The device is equipped with many sensors — including an accelerometer, a camera, a compass, a touch screen, light sensors, GPS and telephony — providing an all-in-one, independent-living companion capable of eye-free input, text-to-speech, content access, navigation, label recognition, augmented reality and integration with social networks. Qualcomm Wireless Reach and Project RAY are collaborating with Israel's The Central Library for the Blind, Visually Impaired and Handicapped to build a system that enables people with visual impairments to use RAY devices to easily download and read audio-books, magazines, newspapers and other audio assets from the library.

Challenge

- » 285 million people worldwide are visually impaired: 39 million are blind and 246 million have low vision.¹
- » About 90 percent of the world's visually impaired people live in developing countries.²
- » About 65 percent of visually impaired people are 50 and older; an estimated 19 million children worldwide are visually impaired.³
- » Today, blind and visually impaired people use a simple mobile phone for daily telephone communications. They also use an array of specialty devices, such as audio book-readers, color readers, navigation tools, raised Braille labels, special bar-code scanners and large-buttoned Braille-raised MP3 players. Each device has a unique UI, and the lack of integration makes them difficult to use. Collectively, these devices are prohibitively expensive.
- » Audio-books, magazines and periodicals are an important form of entertainment for blind and visually impaired people. However, no timely, secure, affordable system exists today to

A Big Leap Forward

Working with the Israeli mobile carriers, we built a carrier-friendly smartphone for the blind.

Together, we serve 20% of the local community.

Getting \$5/month for each active user.



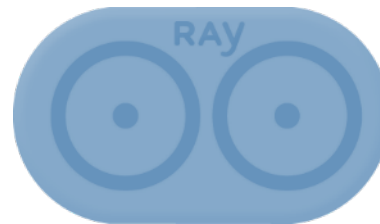
Easy accessibility in seconds

To the world

On any device

With tactile, clickable
navigation buttons

Users' Eureka Moment



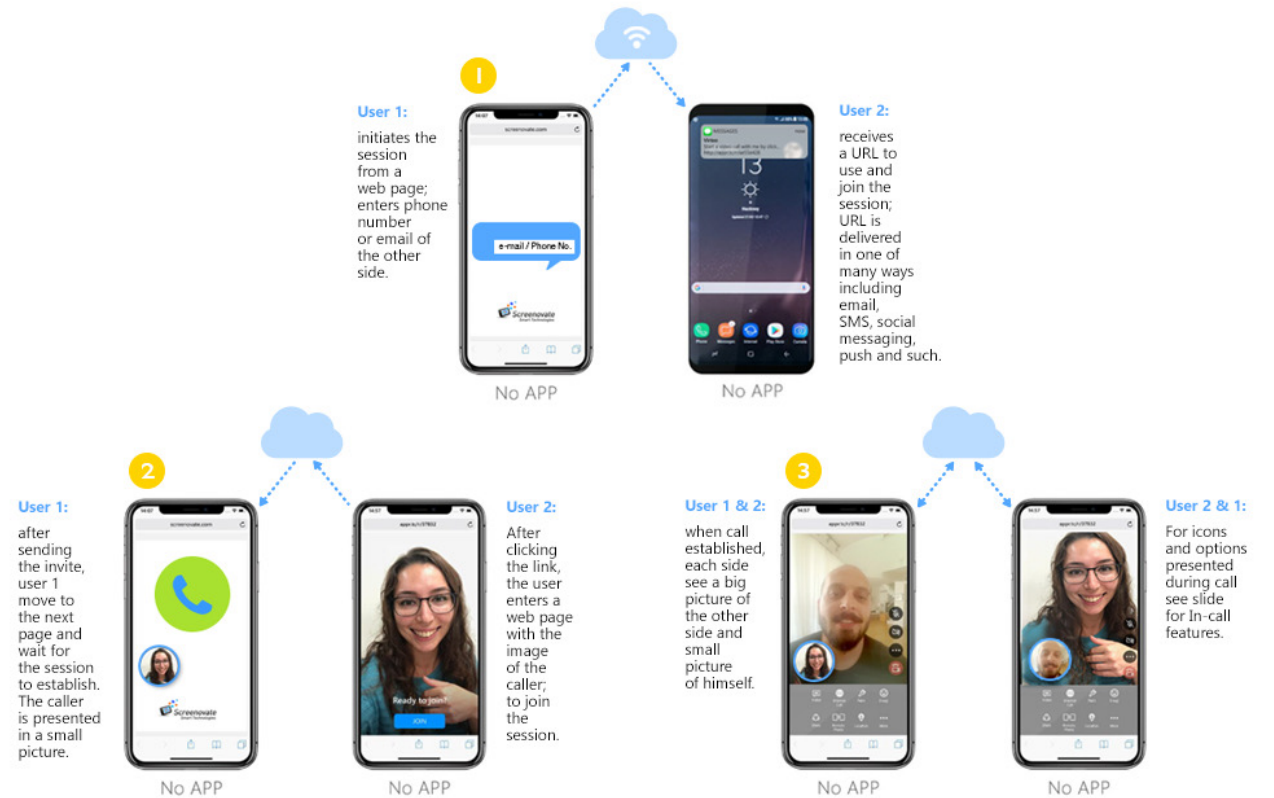
United States Patent
No. 9,829,978



CAREGIVERS' - Excitement

Inexpensive,
Caregivers based -
Remote support.

'upgrade' any phone
call into multimedia
session.



Huge Underserved **Market**

\$3.5 Billion

“The global assistive technologies for visually impaired market was valued at US\$ 3,400 Mn in 2017 and is anticipated to reach US\$7,100 Mn by 2026, expanding at a CAGR of 8.5%.”

Source: Transparency Market Research

There is far more than a
NEED
for Project Ray ... there
is a **DEMAND**.

You cannot put a price
on sharing with your
grandchildren.

Starting Global Expansion

This year we initiated an international expansion

with grants, awards, and partnerships from (among others) the EU and the State of Connecticut.



Co-funded by the Horizon 2020 programme of the European Union



Tapping into a proven market demand -

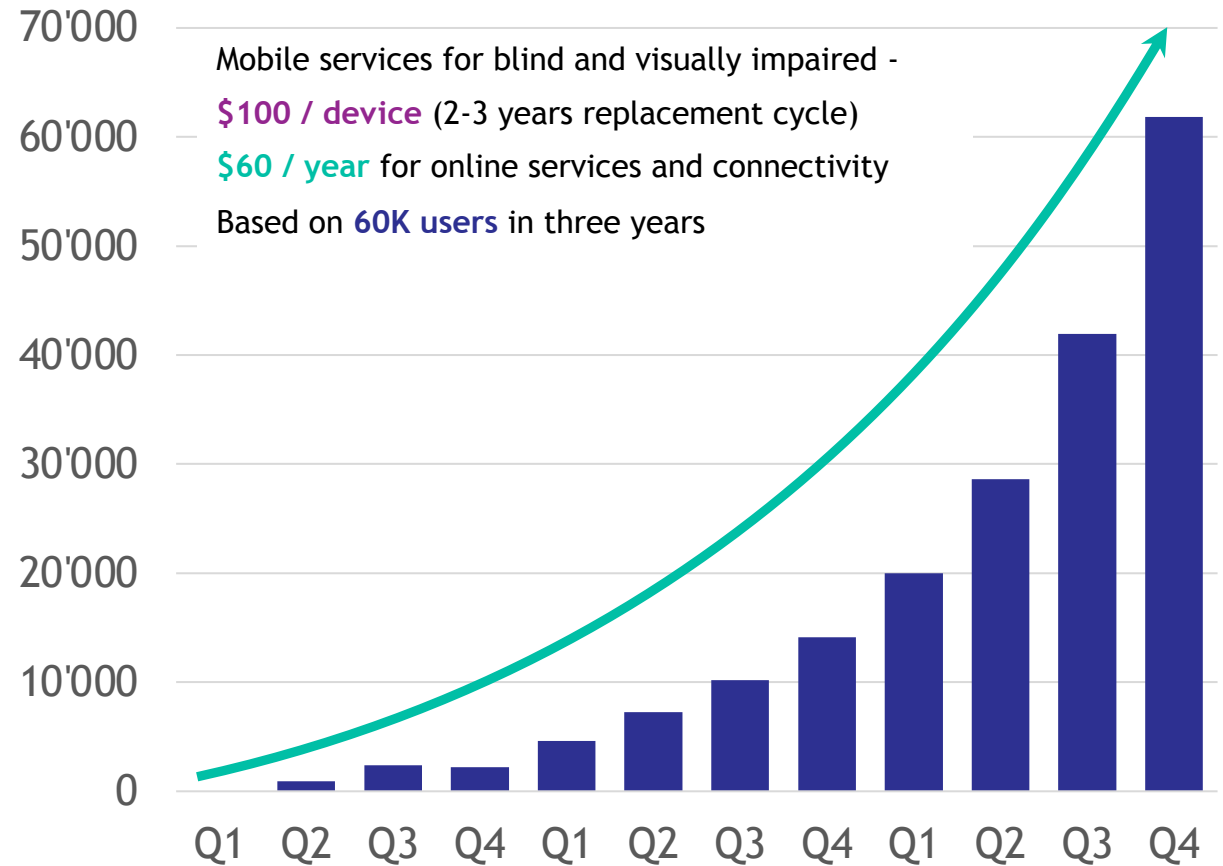
we now need

\$2 millions

to go and tell people how we can change their life

What We Need

Paying Users





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Thank you

 **RAY** Accessibility For All

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