

## [134] ORCAM - SOPHISTICATED TECHNOLOGY FOR THE LOW VISION AND BLIND

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### **ABSTRACT TEMPLATE for Company Presentations**

OrCam Technologies Ltd is a Jerusalem based company that produces the OrCam device. OrCam is an intuitive portable device with a smart tiny camera and a small speaker, mounted on the wearer's glasses, designed to assist people with certain disabilities.

The OrCam device assist the wearers by providing independence to read printed text anywhere (such as newspapers, documents, street signs, shop signs, restaurant menus), identify the people standing in front of them, identify money notes and pre-learned products they hold in their hands and all of these without the need task for assistance from anyone else.

All processing is done locally on the OrCam device (no Internet or cloud computing) using advance proprietary machine learning and image processing techniques.

The typical user of the OrCam device is a moderate to severely visually impaired individual who has some sight capability or is entirely blind, an individual who has reading disability (Dyslexia) or is illiterate (mostly due to Dyslexia) and elderly people who get tired very quickly during reading.

### **Questions for Biotech/Pharma; Medical Devices and Health IT/Digital Health categories are:**

- **Investment Rational**
  
- **Business Strategy**  
OrCam is established in several countries and selling its products via distributors and directly using OrCam employed sales teams around the world.
  
- **Core Technology**  
OrCam is using computer vision and deep learning techniques to be able to identify text, objects and faces and provide this information to the low vision user.
  
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- **Product Profile/Pipeline**  
OrCam has partnered with many blind/low-vision organizations around the world, such as RNIB in the UK, NFB in the US and many more. OrCam has recently launched its OrCam MyEye 2 product, after successfully launching and selling the OrCam MyEye/MyReader 1.0 and 1.5 between 2015 and 2017.
  
- **What's Next?**  
OrCam is now expanding into more countries and establishing more partnerships, with a focus on the far East.