

[424] OrCam Technologies - AI-Driven Artificial Vision

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- **Investment Rational**

The World Health Organization estimates over 3% of the world population is blind or visually impaired. The AI-driven OrCam MyEye artificial vision device is wireless, lightweight and is operated easily and intuitively – completely offline and in real time. The device instantly and discreetly reads any printed or digital text aloud, recognizes faces, identifies products and more.

- **Business Strategy**

OrCam is expanding geographically. In each territory, OrCam aims to obtain coverage from funding, reimbursement or health insurance systems which support the needs of people who are disabled. OrCam operates through wholly-owned subsidiaries and third party distributors. OrCam devices are made available through specialist distributors, clinics and hospitals, opticians and also direct to consumer.

- **Core Technology**

OrCam MyEye is the only wearable artificial vision technology activated by an intuitive pointing gesture or simply by following the wearer's gaze – allowing for hands-free use without a smartphone or Wi-Fi. All operation is processed by OrCam's proprietary algorithms offline, without requiring an internet connection – resulting in real-time audio communication of vital visual information while ensuring data privacy.

- **Product Profile/Pipeline**

The product is currently available in 37 countries and 25 languages. Beyond blind and visually impaired people, OrCam's technology empowers people with reading difficulties, reading fatigue, and illiteracy. In December 2017, the company launched the next generation OrCam MyEye 2.0 artificial vision device. In February 2018, OrCam completed an investment funding round that valued the company at \$1 billion pre-money.

- **What's Next?**

Beyond the challenge of expanding OrCam's customer base to reach ten of millions of people globally who can immediately benefit from OrCam's artificial vision technology, the company will soon target... all consumers. OrCam is actively working on engineering the breakthrough AI-driven technology that the company pioneered into a social well-being device/personal assistant gadget to provide intrinsic value to mainstream consumers.