

# Irideum Labs

DISTRACTION FREE DRIVING, ALL WITH A WAVE OF YOUR HAND

## Problem



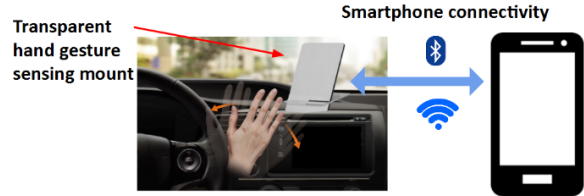
**Every 2 second glance away from road doubles the risk of a fatal accident**

Distracted driving causes >400,000 injuries and >3000 fatalities every year in US alone

Cell-phone usage is main contributor to distraction

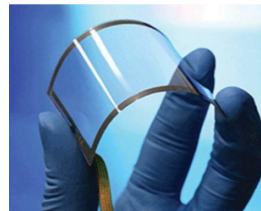
Over 80% people admit to using a smartphone while driving

## Solution



- Gesture sensing mount for operating phone features
- Ensures that eyes are always on road while driving
- Gesture sensing performed with patented thin film
- Operating range 2-30cm

## Technology

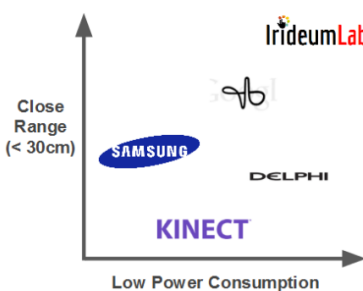


Transparent and flexible IR sensor  
Near field IR sensing (<30cm)

- Gestures read as heat signatures from hand
- Better than camera based systems as near range gestures can be read without blind spots
- Protected by 3 patents on sensor technology and manufacturing technique:

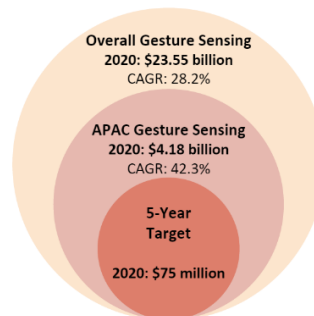
WO/2016/007089, WO/2015/084267, WO/2015/084268

## Competition



- close range gesture sensing
- Compatible with all electronic devices
- Compatible with screens of any size
- Low power consumption

## Market and Financials

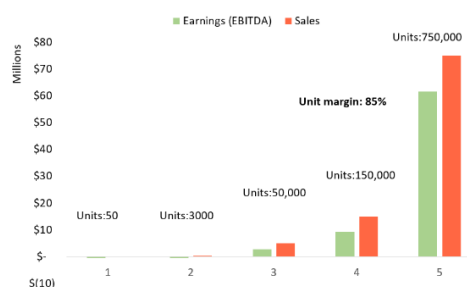


Fast growing gesture sensing market

Automotive market is beachhead owing to high pain

Year 5 onwards products to cater wider market (smart-phones, smart-home, wearables etc.)

Company	Low Power	Close Range	Multiple Use-Cases	Compatible with flexible electronics	Large Screens
Irideum labs	✓	✓	✓	✓	✓
Delphi	✓	✗	✗	✗	✗
Motorola	✓	✗	✗	✓	✗
Kinect	✗	✗	✗	✗	✓
Samsung PCT	✗	✗	✓	✗	✓
Project Soli	✗	✓	✓	✗	✗



Break even in year 3

\$75 million in revenue by year 5