



Base Unit – Less than 5 inches long



Camera – Less than 1 inch long

OrCam Overview

Why OrCam?

Imagine a person with low vision!

- Walking into a coffee shop and ordering from a menu, and then sitting down to read a newspaper or checking texts on their phone.
- Or that same individual producing the correct fare amount for a taxi ride to the supermarket, then choosing their favorite products easily without assistance or concern that they got exactly what they came to the store for.

OrCam Description

- OrCam is an intuitive portable device with a smart camera mounted on the frames of your eyeglasses that harnesses the power of artificial vision to assist the visually impaired. OrCam recognizes text and objects, and speaks to you through a bone-conduction earpiece. **OrCam gives independence!**

How it all started!

Amnon Shashua

- one of OrCam's Co-founders, got his PhD in computer vision. He had an aunt who was losing her eyesight and he had a vision of using technology to help the visually impaired.

Ziv Aviram

- a Co-founder of OrCam with many years of business expertise, along with Amnon is also a Co-founder of Mobileye, which is a company that develops driving assistance systems for vehicles.

Getting to know OrCam!

Head unit – is a camera and bone conduction speaker.

Base unit – has three simple buttons, it's a quad core processing computer with an integrated rechargeable battery that can be charged similar to a smartphone.

Think of OrCam as a camera taking pictures, the computer then analyses and converts to audio and whispers in your ear through a bone conduction speaker.

Current Available Features

- **Object Character Recognition (OCR)**- text to speech
- **Product Learning** – for recognizing objects when text can't be read due to cursive, italics or angled signage.

Orcam Demo!

- **Activation by pointing versus triggering.**

Pointing is used for a specific area like a newspaper column.

Triggering with the button (or tapping on base unit) for reading letters, menus, books, phone or computer screen.

- **Product recognition.**

Learning mode is the process for teaching OrCam packaged products or items that always look the same. Not for use with fruits and vegetables as these change colors and size so appear different from day to day.

Pre-taught items - US bills (currency) are already loaded.

- **Personalization Features.**

Changing reading rate up and down.

Changing voice from male to female.

Will OrCam work for you?

Things to consider!

Regarding the Environment.

- Light is necessary and affects the way OrCam works.
- Items your taking pictures of need to be stationary.
- Their needs to be contrast between the item and background.

Regarding the user.

- Mental alertness.
- Hearing ability.
- Hand coordination or issues with tremors, finger appearance.
- Support network – family/friends.
- Ability to access tools available after training completed like videos, user guide, audio guide, 1-800 customer support.



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Questions