



Corporate Identity

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Introduction

This document is prepared by the EyeCue Co. In this corporate identity report, information of descriptions of the company/ service/product are pointed out. These descriptions have a crucial role as they are the key factors to decide the possible identity of the company. In addition to these descriptions, an insight of company name, product name, company logotype/ symbol, business cards, envelopes and latter head of the company will be demonstrated so that the outline of the company can easily be understood in the scope of health security market and by the possible customers.

Descriptions

Company

EyeCue has been established in 2011 by 6 shareholders with the target of integrating high technology into medical products in an innovative way with high quality and located in Ankara. The main aim of the company is to produce qualified medical products for disabled people by using eye-tracking technology to contribute to the lives of disabled people and their relatives. EyeCue is a brand new firm that will enter the market with the power of unattamped innovative product in Turkey. So, with that desire, we are targeting to build up untried projects responding the emerging trends in sector and make a complementary affect for the gaps of the market.

Service

EyeCue's one of the missions is to provide the best service quality to its users. Clients can contact us in many ways; those are via telephone, internet services such as company website or internet social sites like twitter, facebook, linkedin. The products will be bought directly from our company. Just getting into touch will pave the way for the best service to the clients. Apart from this, if user encounters any kind of possible problems about our products, we are here to solve it as quick as possible with high quality service. There are two ways to get the products to be repaired one of which is to bring the product to the company. The second option, if desired, the company can provide home service. We assure that if there is need, we provide another wheelchair for the customer until the previous one is repaired. We believe that customers always deserve the best.

Product

In this context, our piece of art project Assistant Eye is aroused to advance the movement capability of motor neuron patients(ALS), fully paralyzed people, many people who suffer from stroke and have lost the ability to use their muscles or war veterans who lost two or more parts of their bodies with the help of eye-tracking technology. The project product Assistant Eye is an eye-tracking controlled wheelchair that detects where the patient is looking at and accordingly adjusts the movements of wheelchair. Main idea behind our system is to capture the movements of pupil and translate these movements into the motion of wheel-chair.

Assistant Eye is the major product of EyeCue and it is basically manage the wheel chair according to where the patient is looking at. Main idea behind our system is to capture the movements of pupil and translate these movements into the motion of wheel-chair. The key part of the system is an infrared camera that is attached to an apparatus located upper side of head and detects the status of pupils. In addition, a special language is created for the user so as to enable the user to interact with machine for the operations start/stop/turn. The language will consist of the combination of simple eye

movements; for instance looking up will be the way to increase chair speed. The objective is to develop the system in the most usable way, so, the patient should learn a simple coding system which will be easily understandable and applicable.

Company Name

EyeCue has been established with the target of integrating high technology into medical products in an innovative way with high quality. The main aim of the company is to produce well qualified medical products by using eye-tracking technology to contribute to the life of related patients and their relatives. We offer solutions to patients which uses the eyes as a guide for carried out activities; hence in one sense, at the designing stage of our products, the principle of “eyes initiates as a cue” is benefited. On the other hand, function of the brain and brain’s extraordinarily high usage by our target customer has infused into our team inspiration, that’s why we have decided to give place the term IQ metaphorically in pronunciation of our company name. Finally in the lights of all these ideas, EyeCue has blossomed.

Product Name

The major and the very first product of EyeCue, Assistant Eye, has come up as an afflatus arisen by what Benjamin Franklin says, “The eye of a master will do more work than both hands.” In direction of that inspiration, we have decided to implement the eye of a master into the function of feet, then Assistant Eye has designed to capture the movements of eye pupils and translate these movements into the motion of wheel-chair. Main idea behind Assistant Eye is to advance the movement capability of patients who don’t need any assistance other than eyes. As a company principle, we are aiming to emphasize the existence and the function of eye-tracking technology, which is the explanation of why “eye” finds a place in the name of our products. On the other hand, the target customer of the Assistant Eye generally needs an assistant person behind the wheelchair to manage the direction or needs the assistance of hands and feet to move himself / herself. However, with the help Assistant Eye, the concern arisen from the necessity of help is disappeared and the only thing that patient should have is a pair of eyes. That’s how the name Assistant Eye has emerged.

Company Logotype



Business Cards



Avery G32011

Envelopes



eyeCue

ADDRESS

Bilkent University
Ankara, 06800

Name Surname
Company Name
Address
Anytown, State ZIP



Name Surname
Company Name
Address
Anytown, State ZIP

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eyecueco@gmail.com

Conclusion

This report is prepared in order to demonstrate the corporate identity of EyeCue Co, that includes substantial information of outline of the company. What have been mainly referred in the report are information of descriptions of the company/service/product that plays an important role to exhibit the main identity of the company, an insight of company name, product name, company logotype/symbol, business cards, envelopes and latter head of the company. By the guidelines of detailed information of the stated headings, position and shape of the company are aimed to be displayed in the market for the possible customers and competitors.