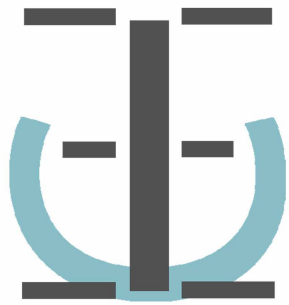




I-CEE INC.

**İlker D. Kanatlı
Oğuzhan A. Bulut
Ekin Kartal
Esra Dokuzoğlu
Berk Korkut
Ceren Hasaebi**



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- About the Company
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- About Marketing Strategy



About the Company

- Founded in September 2007 with issued capital of \$131,000.00
- Founders of the company:
 - İlker D. Kanatlı (CEO & head of Production Dept.)
 - Oğuzhan A. Bulut (CFO & head of Production Planning Dept.)
 - Esra Dokuzoğlu (COO & head of Quality & Assurances Dept.)
 - Berk Korkut (head of R&D Dept.)
 - Ekin Kartal (head of Finance& Accounting Dept.)
 - Ceren Hasaңebi (head of Design Dept.)



About the Company

Vision:

- I-CEE primarily aims to help the blind to move about independently,
- I-CEE values human psychology: VIBRO-I is specially designed to provide a new vision experience without the cane for the blind.

Mission:

- I-CEE aims to maximize the customer satisfaction by providing high quality and low prices,
- aims to fulfil responsibilities to humanity and environment.



About the Company

Company Values:

I-CEE:

- cares for costumer rights,
- highly values public trust and customer feedback,
- is open to new ideas throughout the development,
- operates within strict legal and ethical rules,
- relies on human resources,
- provides a democratic arena where employees share ideas,
- improves teamwork within the organization.



About the Product

VIBRO-I:

Seeing with vibration:

- VIBRO-I increases travel safety and reduces stress, which instills confidence.
- VIBRO-I gives the recognition, distance and direction. It gives to visually impaired independence!

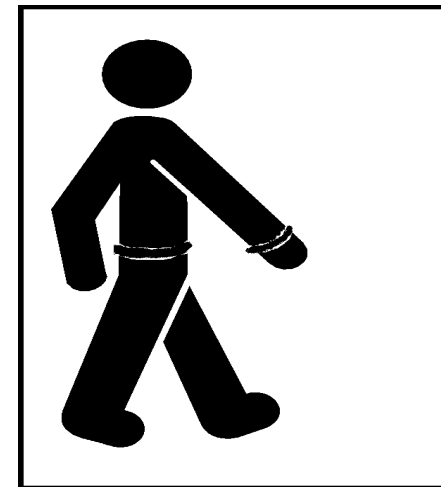


About the Product

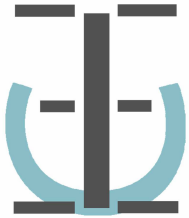
- VIBRO-I aims to rehabilitate the psychology of the visually impaired by eliminating the need for the cane.
- Instead, VIBRO-I only provides a portable accessory to be attached over clothes (which includes the heart of the product: the camera or the sensors serving as an eye) and wrist bands.



Before VIBRO-I



With VIBRO-I

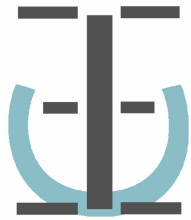


About the Product

Ergonomics and user comfort has major importance for VIBRO-I:

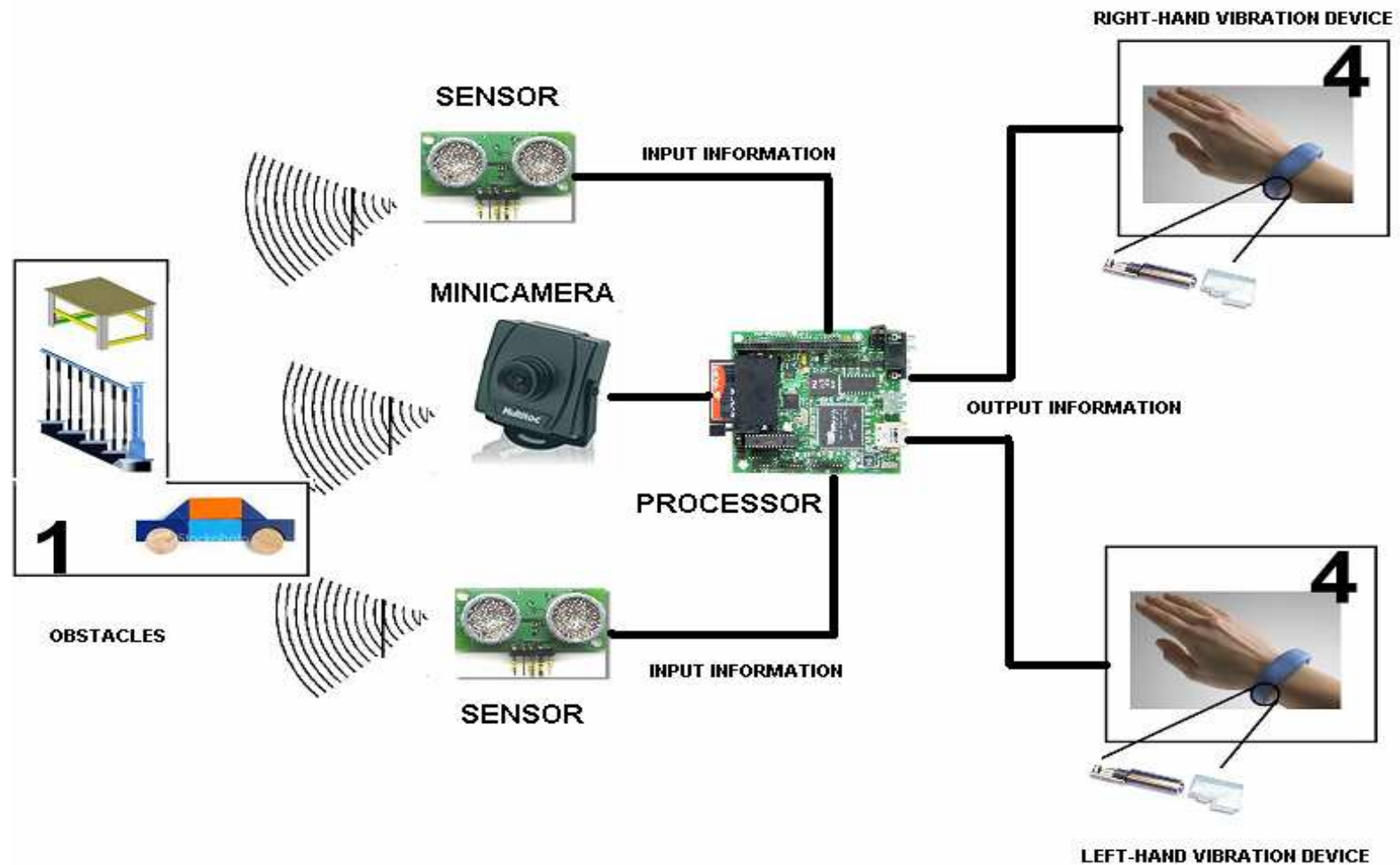
- major component of the product (except the vibration devices to be worn around wrists) is encapsulated in a special coverage:
 - including a generic attachment unit allowing attachment over any part of the clothing
 - including also an attachment unit allowing attachment over the cane for the ones feeling uncomfortable with absence of the cane





About the Product

How does VIBRO-I work?

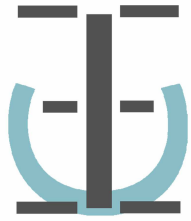




About the Product

Improvement is possible:

- In case of an implementation using cameras instead of sensors, two cameras will detect certain objects by image processing & object detection
- and instead of vibration devices, there will be miniature earphones which will tell the user which type of object is detected and how far



About Marketing Strategy

Market Segmentation:

- 412,312 visually impaired
- 80,813 including retired, have income, expected to work
- 241,738 registered to Social Security Foundation [1]



About Marketing Strategy

Promotion:

- Altı Nokta Körler Derneği and Ophthalmology Association
- Industry Participants
 - Medical Shops
 - Hypermarkets
 - Drug stores



REFERENCES

1. <http://www.ozurluler.gov.tr/arastirma/troailerialaliz.htm>
2. <http://www.nanopac.com/GPS%20Trekker.htm>
3. <http://www.batforblind.co.nz/index.php>



THANKS FOR LISTENING
QUESTIONS & COMMENTS