

Glass^{UP}

Much more to see



- **Emails**, text messages,
- **Facebook** status updates, **tweets**, RSS
- Stock market values, **breaking news**
- Calendar **events**
- The words of their friends to the **deaf**
- Driving directions to the **drivers**
- **City tour information** to the **travelers**
- Painting captions in the **museums**
- **Subtitles** of **movies** or at **theaters**
- Flight data to **airplane model lovers**
- Street signs and menus **translations** in Beijing
- The **Linkedin profile** of your meet up
- Patient's **heartbeats** to the surgeon
- Mileage and speed to a **sportsman**
- Performance in **reality games**
- **Domotics data** at need ...

... WHATEVER THE CREATIVITY OF DEVELOPERS COMMUNITY WILL COME UP WITH



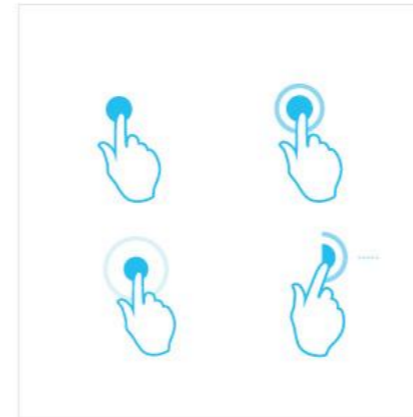
The Apps



- Geeks, techies and fashionistas
- Sportsmen – joggers, sailors, motor bikers, ...
- Deaf
- Theaters, cinemas, museums, tourist places
- Trade shows, exhibitions
- Surgeons
- Customized products for warehouses, maintenance, etc.

The Ecosystem

Eyeglasses having an **integrated micro-projector** with the most **advanced optics and electronics** with **touch sensors control**



An **SDK** and **API** available to **SW Developers Community** to create a set of **revolutionary apps** for smartphone (iOS, Android, Win8) and allow to **get the information** directly on GlassUp device **in real-time.**

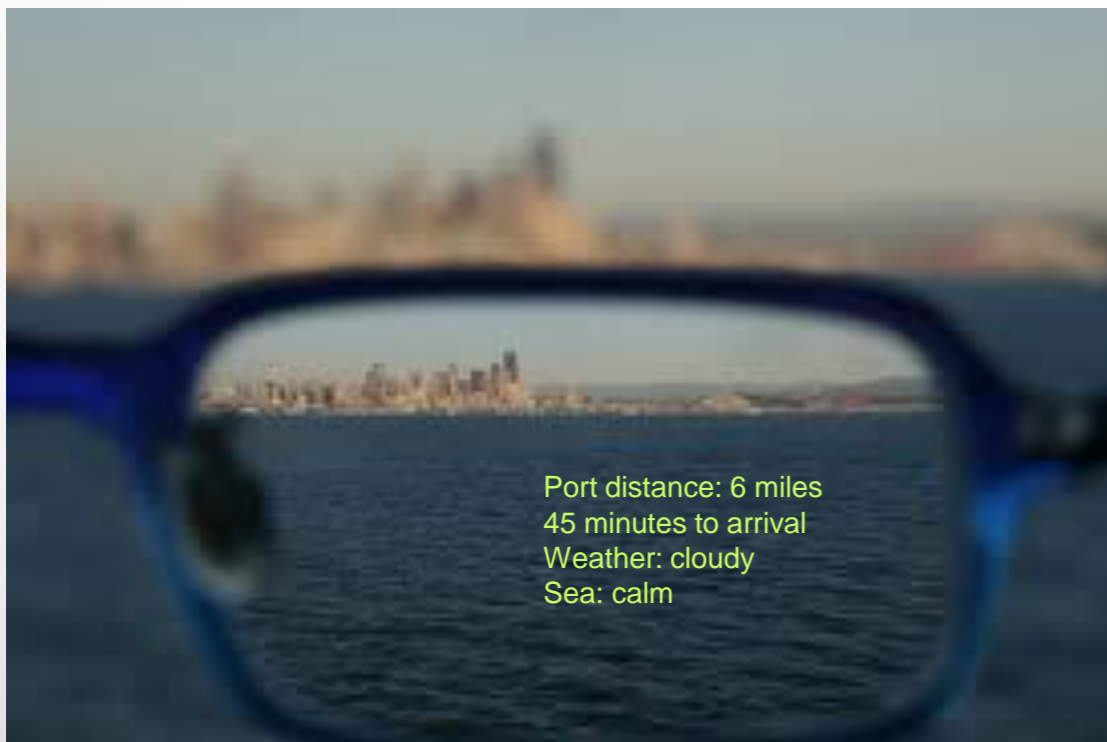


A **GlassUp Store** to enable user to download apps from the web

Other design & Ux



Other design & Ux



How it is

- Light and comfortable, stylish
- Two – three designs
 - new design under preparation with Eyewear company)
- Expected weight 70gr, material to be defined

What it contains

- A patented sophisticated optical system
- An electronic circuit with Accelerometer, Compass, Ambient Light Sensor
- 320x240 display resolution
- Bluetooth connectivity (Low Energy version)

What you see

- Monochromatic messages and icons on a transparent background
- Near the center of the Field of View, no eye-strain
- 320x240 display resolution

How it works

- One day battery use time
- A wide set of apps: Android, iOS and later on Windows
- Touch controls on the frame to select on a menu and submenus
- Automatic light control, optimized for all viewing conditions

Market size



Google's Glass Project exposed a huge market interest for this kind of products



A market research we made among 1,000 US citizens showed that **one out of four was interested**



In May 2013 **Credit Suisse** released a report forecasting a **\$30B / \$50B market** for wearable technology in the next two / three years. **Sport** should prevail in unit terms, and **health/medical device** in value.

Business Insider May 2013 research: "...Google Glass will reach **21 Million Annual Unit Sales** by Year-End 2018"

Google Glass Sales Projection



Source: Business Insider research May 2013

Competition

- Google Glass: wearable computer, high power consumption, more social/entertainment device, expensive and annoying (display up-right)
- Recon Instruments: Recon Jet, display based, low-right position
- Epson Moverio: BT-100: big and heavy
- Lumus: only technology vendor, claiming ready since 2005, but not launched yet
- Vuzix: movies only
- ... Oakley, Laster, Olympus, Sony,
- ... Digilens, Microsoft Fortaleza, ...



- **CEO:** Francesco Giartosio (Founder & Co-Owner)
- **COO:** Andrea Tellatin (Co-Owner)
- **Mentor:** Luca Escoffier (Freelance)
- **Business development & Sales:** Alfio Giuffrida (Freelance)
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