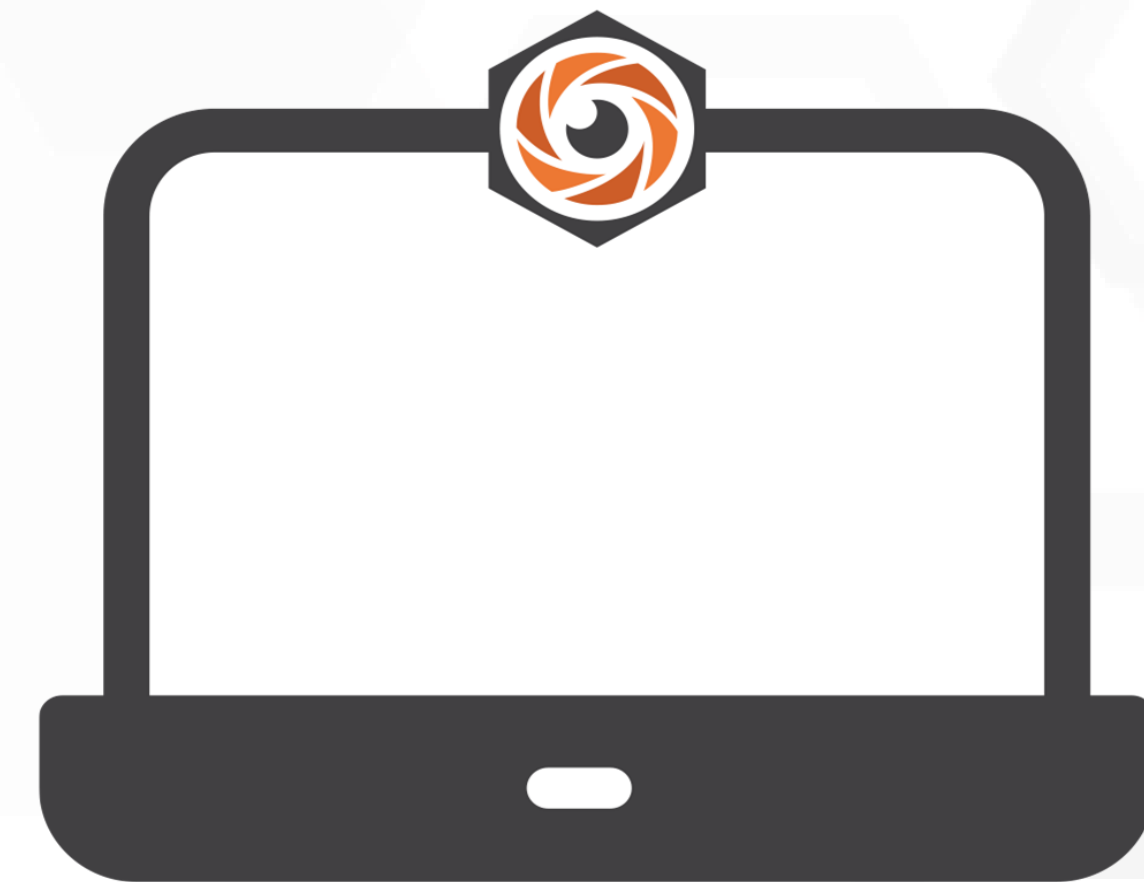




eyeware

Human Perception AI
for PC Gaming and Windows Interactions



Our Vision:

Human Perception AI

eyeware's purpose is to make our **interactions with devices** and with **other people** ever increasingly faster, intuitive and useful.

We create **proprietary Perception AI software**, including **eye tracking**, to enable billions of devices to adapt to us.



No mass-market solution for eye tracking

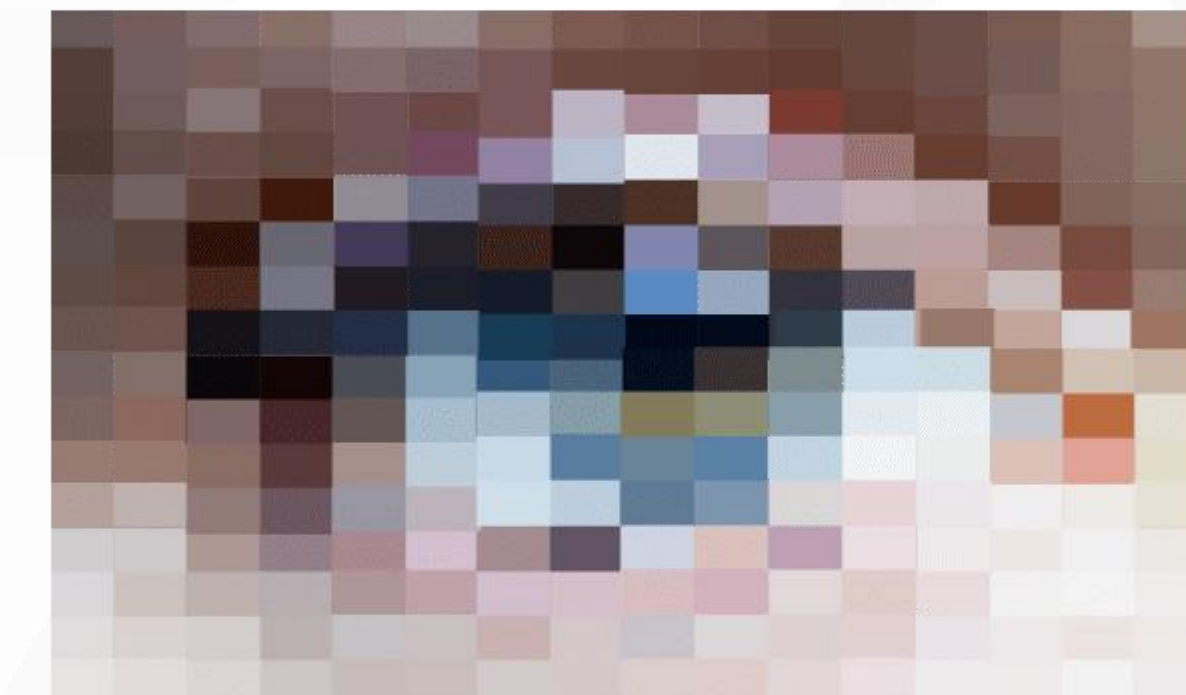
Developing the next generation of smart devices requires
high-quality head, face & eye tracking data.

Existing solutions are **not suitable for mass-market adoption:**

- » Hardware-based solutions are **too expensive**
- » Webcam-based solutions are **not reliable**
- » Solutions often remain **unsupported**



Original image



Webcam image (representative)



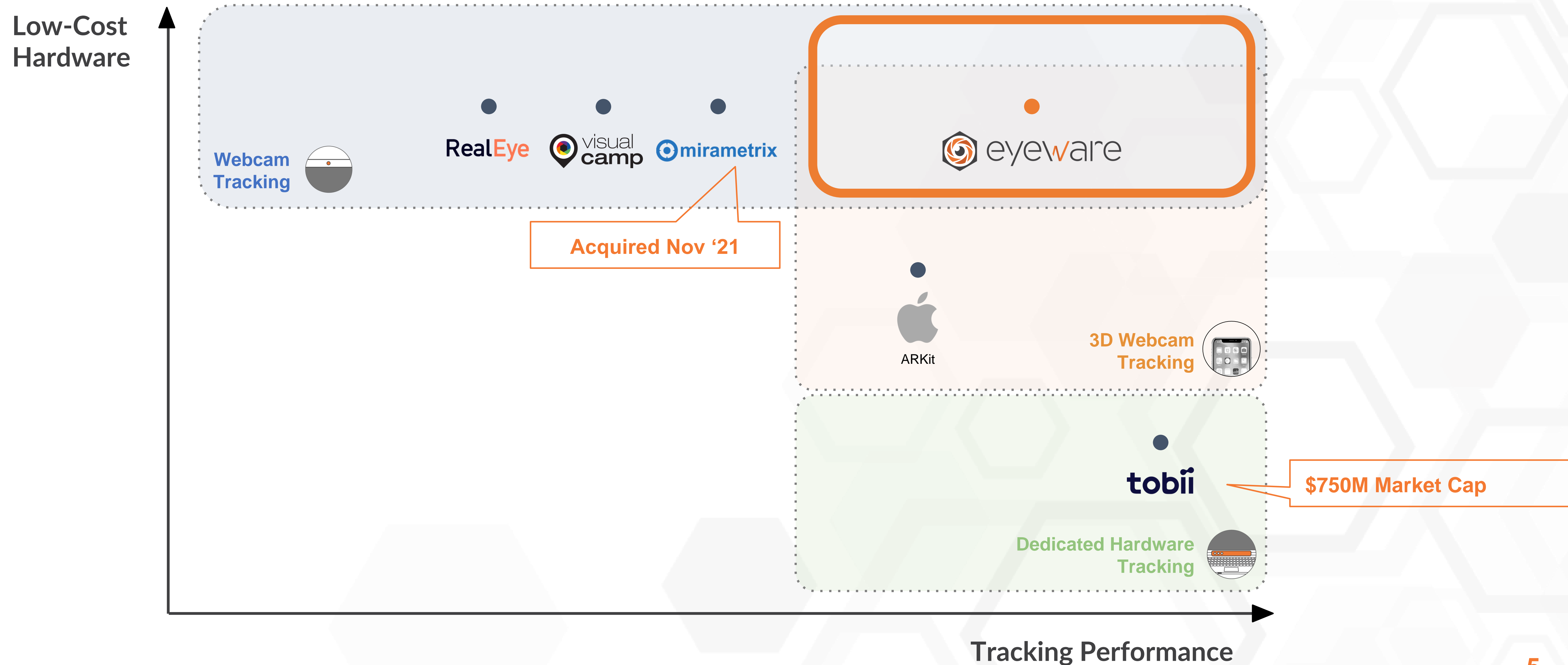
Robust & accurate tracking with consumer sensors

eyeware has developed its own **software-only** core tech that offers the best mix of performance & affordability:

- » **Hardware agnostic:** Works with webcams or 3D cameras (depth sensors), and even low-res auto-grade ToF cameras
- » **Robust & accurate:** Achieves high-quality tracking that is comparable with single-purpose dedicated hardware
- » **Proprietary IP:** Based on AI, computer vision, and 3D sensing, with **18 patents** granted or pending



Mass-Market Opportunity



Growing IP portfolio in the eye tracking domain

eyeware is positioning itself as a leader in state-of-the-art methodologies for eye tracking and relevant applications for human-computer interaction.

Summary:

- » **18 patents from 10 unique inventions** with a diversified patent strategy that covers both key methodologies and market applications
- » **International coverage** in Europe, USA, Japan and China
- » **Growing portfolio** that is expected to surpass **30+** patents in 2022

File	Application Nr
1	
EYEWAR-1-CH	CH20150001778
EYEWAR-1-US	US20160370836
2	
EYEWAR-2-CH	CH20180001046
EYEWAR-2-PCT	WO2019IB57068
EYEWAR-2-PCT-CN	CN201980056363
EYEWAR-2-PCT-EP	EP20190780361
EYEWAR-2-PCT-JP	JP2021510379
EYEWAR-2-PCT-US	US17272171
3	
EYEWAR-3-CH	CH20190000487
EYEWAR-3-PCT	WO2020IB53252
EYEWAR-3-PCT-CN	
EYEWAR-3-PCT-EP	
EYEWAR-3-PCT-JP	
EYEWAR-3-PCT-US	
4	
EYEWAR-4-EP	EP20190198575
EYEWAR-4-PCT	WO2020IB58718
EYEWAR-4-PCT-CN	
EYEWAR-4-PCT-EP	
EYEWAR-4-PCT-JP	
EYEWAR-4-PCT-US	

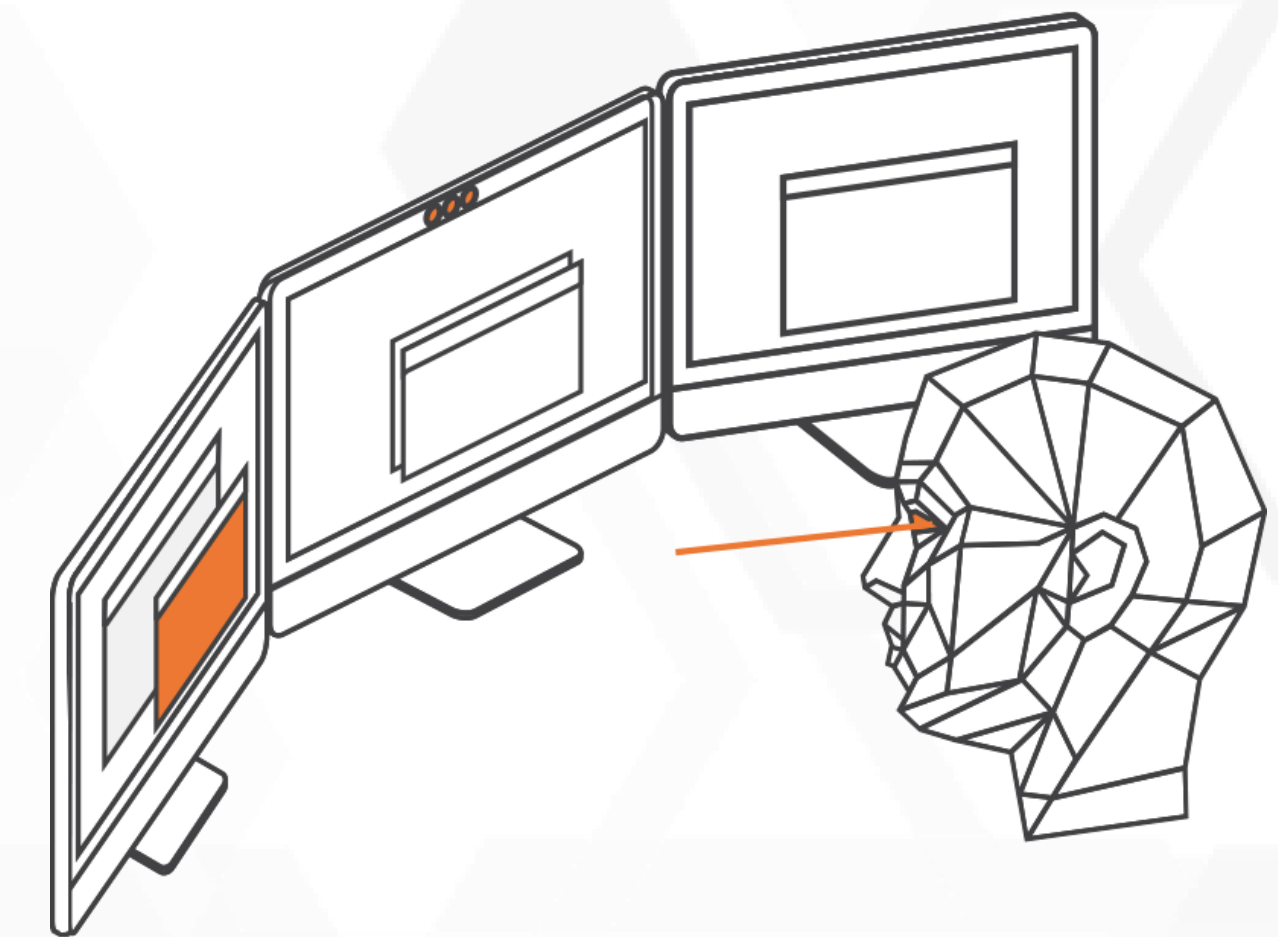
Powerful and flexible Software Development Kit

With eyeware's **GazeSense SDK**, our **core technology** is available as a **modular** building block to enable multiple applications.

Features:

- » **Flexible API** covering low level C and higher-level C++, Python & Swift
- » **Performant** implementation with minimal CPU and power utilization
- » **Validated** and integrated in multiple applications

"Privacy View" app – Built with & for OEMs



"Privacy View"
application

Eyeware
Beam

Adjacent verticals
(e.g. Automotive)

GazeSense SDK



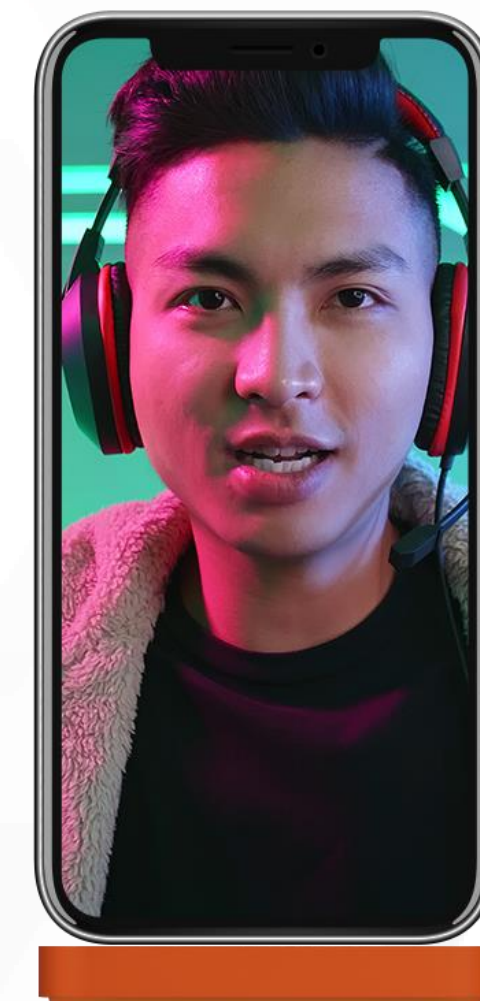
Experience it now with your iPhone & Win PC

With the **Beam iOS & Win PC app**, eyeware is looking to become the primary provider for gaming & streaming interactions.

Features:

- » **Share your gaze** with the audience when streaming gameplay
- » **Control in-game camera** with natural head movements
- » **API** that enables 3rd parties to build apps with Beam as an eye tracker

[Watch Demo Video](#)



\$99/year
Early access to API

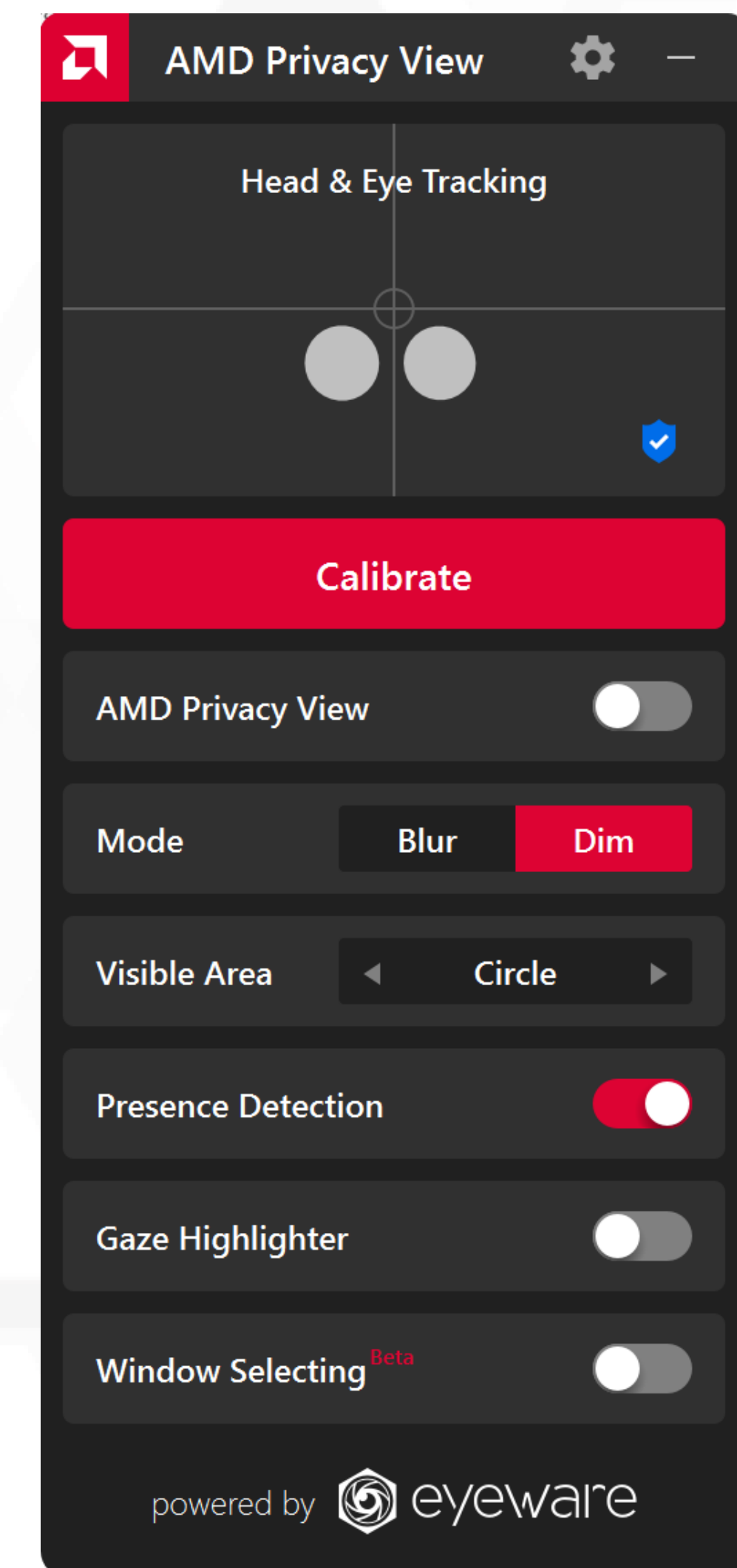
Privacy on your screen with real-time eye tracking

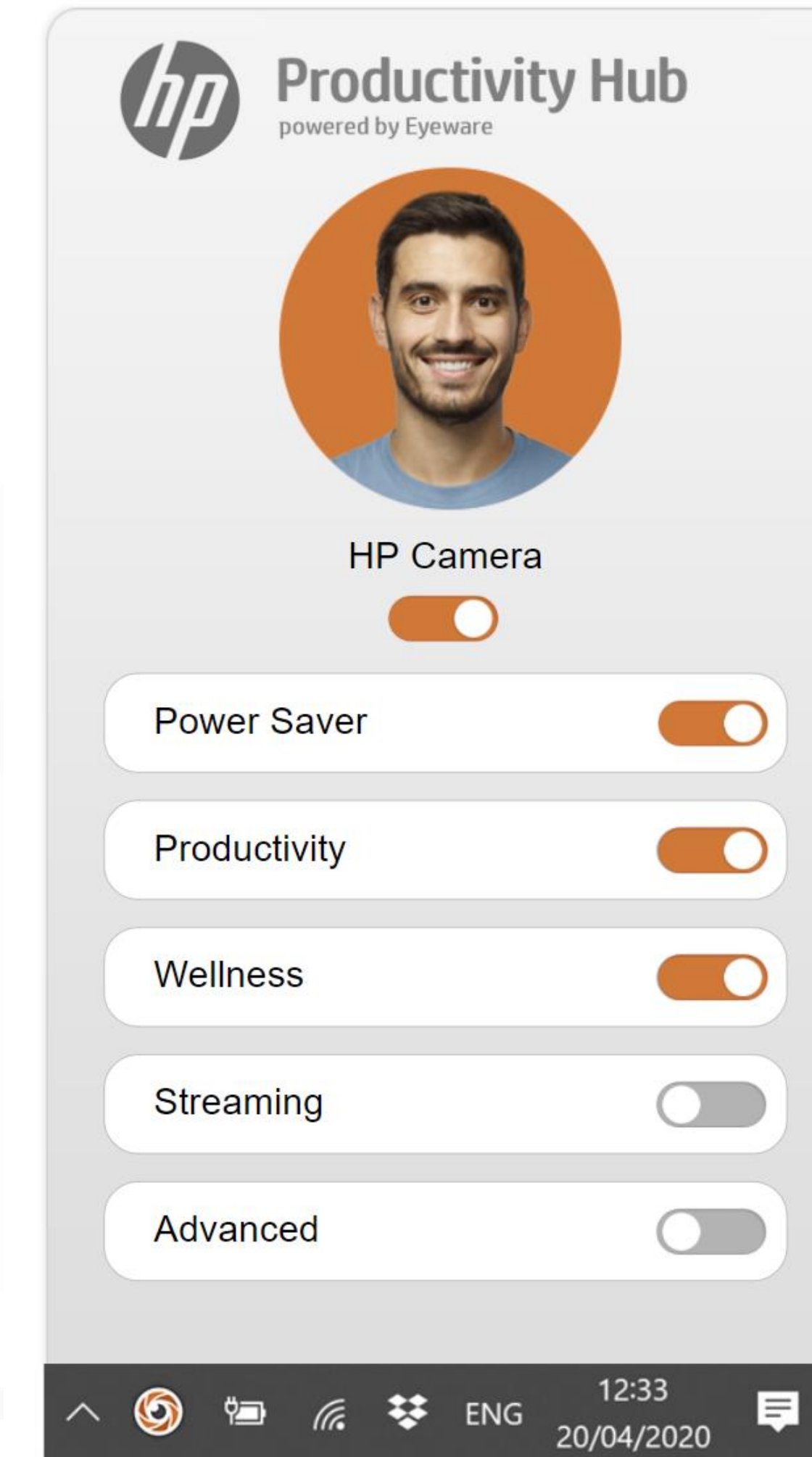
AMD Privacy View is a software solution for adding a privacy filter for your screen that works with any webcam.

Features:

- » **Blur or dim** the area of the screen that is not in focus
- » **Developed with AMD** in close collaboration and optimized for AMD
- » **Go-to-market** via direct download and volume licensing with laptop OEMs

[See AMD website](#)





Partner

Advanced discussions with OEMs to license Eyeware solution (co-selling with AMD)

AMD

ASUS

DELL



Lenovo

Privacy Filter Market

\$850M in 2023

Physical privacy screen filters

\$15-50 on Amazon for smaller filters

up to \$220 on Lenovo's page for Desktop monitors

Integrated privacy screen

\$110 - 220 add-on option at HP and Lenovo

Major Players

1 3M company

2 Akamai Technologies

3 Tech Armor.

4 Dell Inc

5 Fellowes Brands

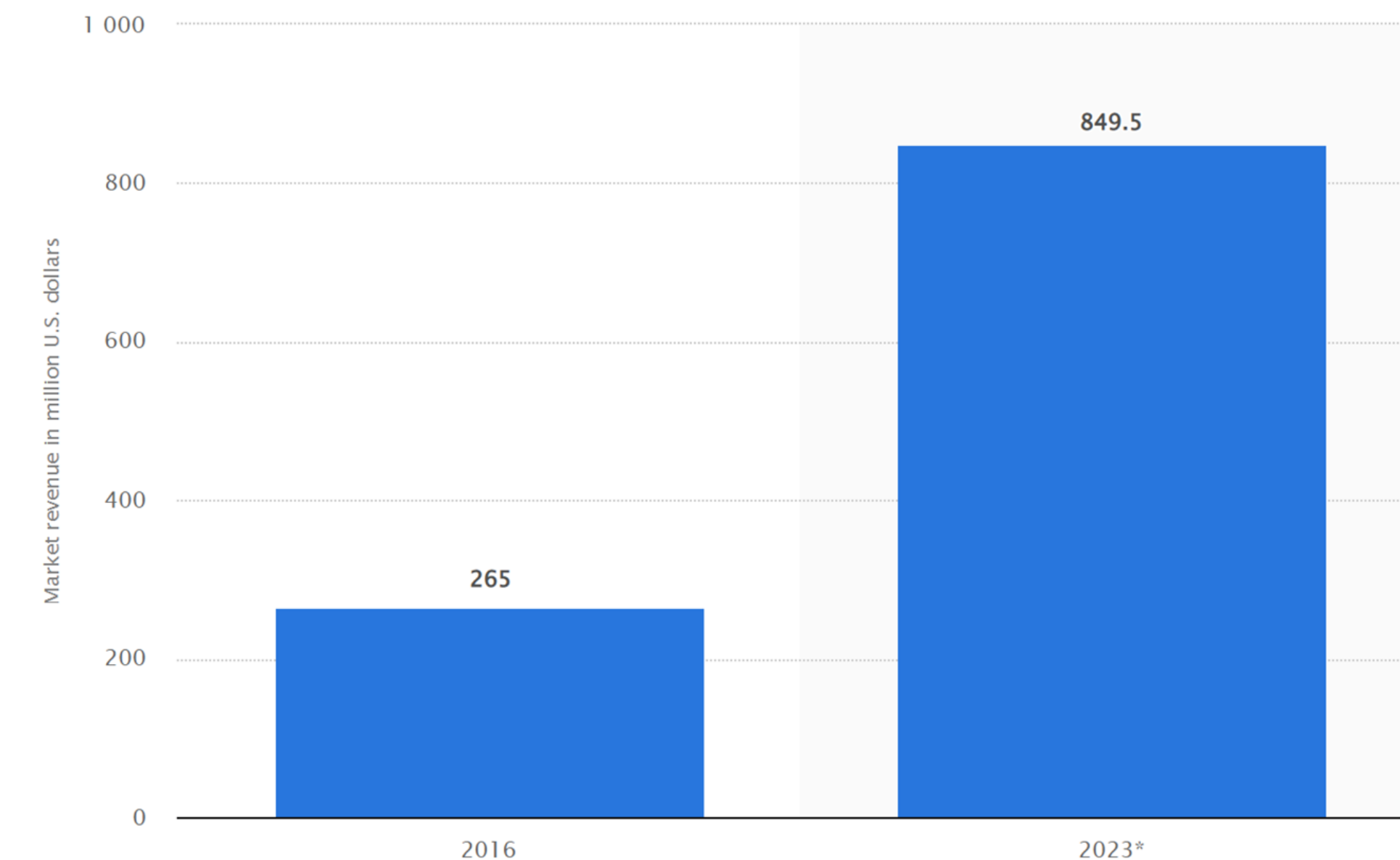
Market Concentration

Consolidated – Market dominated by 1-5 major players


← Privacy Filters Market

Fragmented – Highly competitive market without dominant players

Source: Mordor Intelligence



Details: Worldwide; 2016

 Request publishing rights

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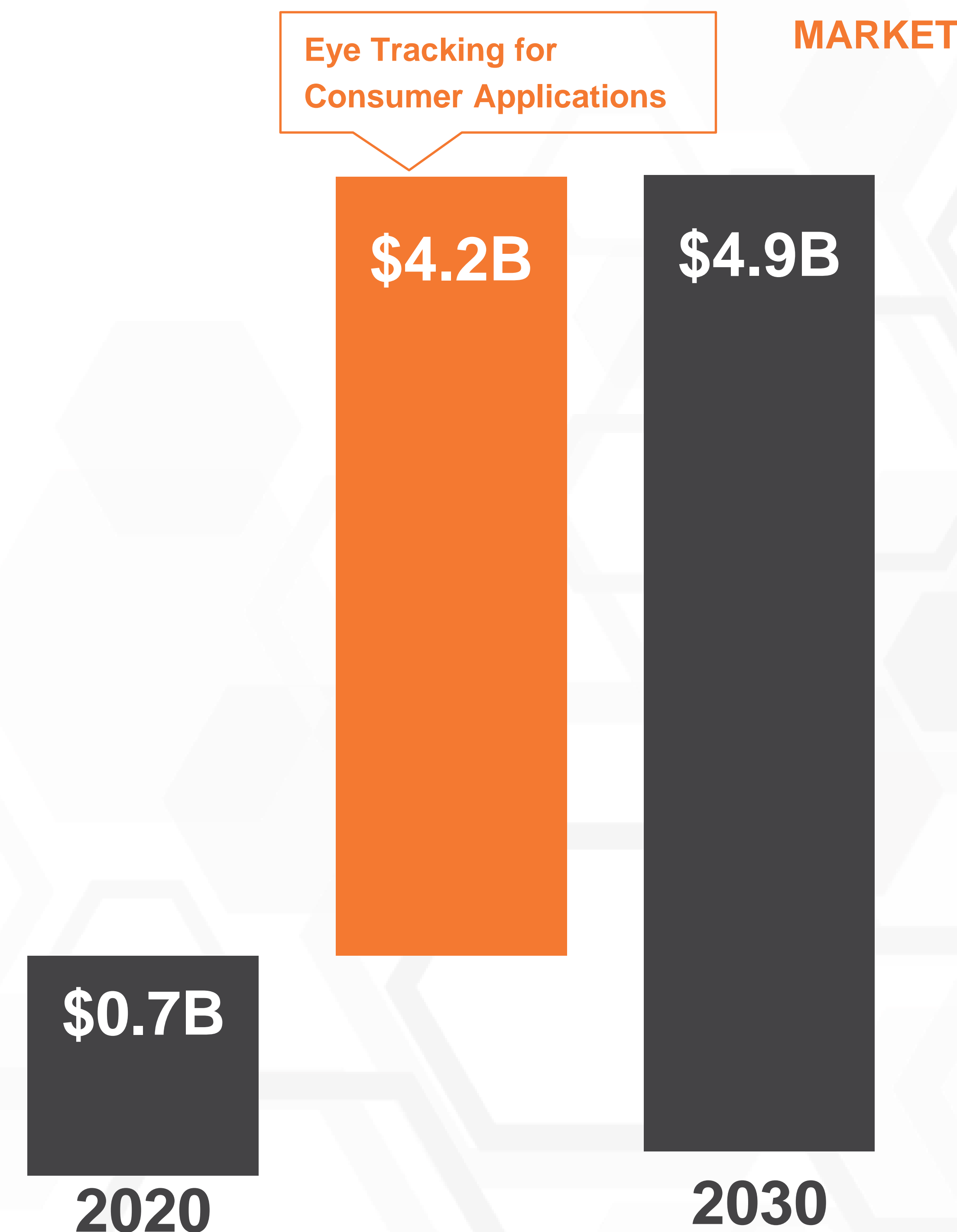
<https://www.mordorintelligence.com/industry-reports/privacy-filters-market> (USD 1134.77 million by 2026)

<https://www.statista.com/statistics/867518/worldwide-privacy-screen-filter-market-revenue/>

\$4.9B Market in 2030 with 22% CAGR

We are consolidating a heterogeneous but proven market with a highly scalable consumer solution for head & eye tracking.

- » Desktops and laptops: **300M** units sold in 2020 ([source](#))
- » iPhone users: **500M+** active units with FaceID ([source](#))
- » 3D sensing market expected to **grow 2x** from 2020 to 2026 ([source](#))



We are industry leaders in eye tracking

Our team combines best-in-class eye tracking technology with long-standing experience in product and business development.

- » Leadership in eye tracking using consumer sensors
- » Team of 20 people, with 18 patents (pending or granted)
- » Diverse experience in ABB, ARM, Facebook and startups
- » R&D team based in Switzerland
- » Global operations in Europe, North America and Japan



Kenneth Funes CEO / CTO

- » 12 years of Eye Tracking Expertise
- » PhD in Computer Vision
- » Main Founder of Eyeware



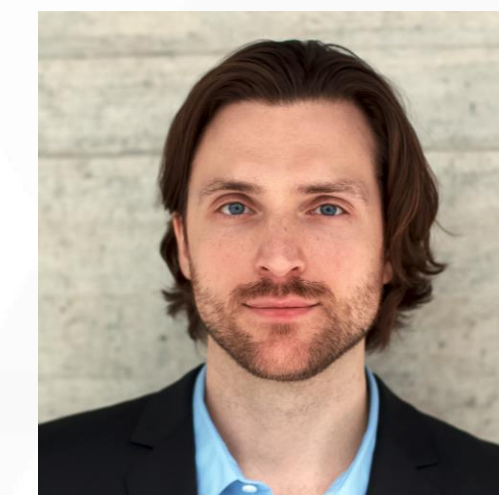
Jean-Marc Odobez CSO

- » Head of Perception at IDIAP
- » Leading Eye Tracking Expert
- » 20 years in Computer Vision & ML



Serban Mogos COO / CPO

- » PhD in Strategy & Entrepreneurship
- » Former Product Mgr at SponsorPay
- » Product Management & Fundraising



Bastjan Prenaj CBDO

- » MSc in Electrical Engineering
- » 10 years of Biz Dev for Startups
- » Partnerships and Licensing



Continued support from top investors

eyeware's vision is already being supported by respected early-stage investors from Germany and Switzerland.

Funding:

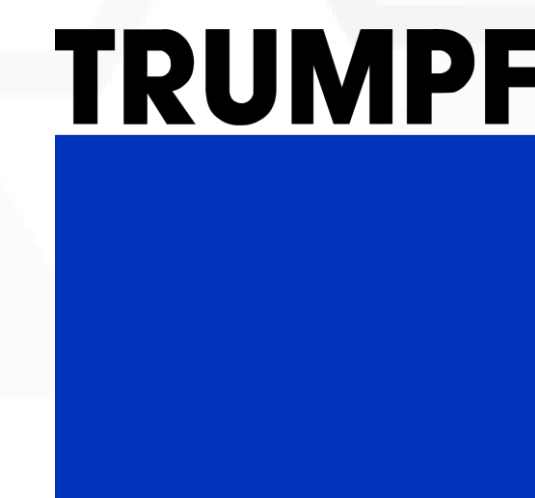
\$2M Seed round closed in January 2019

\$2M Convertible Loan from existing investors in January 2021

\$5M Series A open now - to be closed in Q2 2022



High-Tech Gründerfonds



SWISS
STARTUP
GROUP



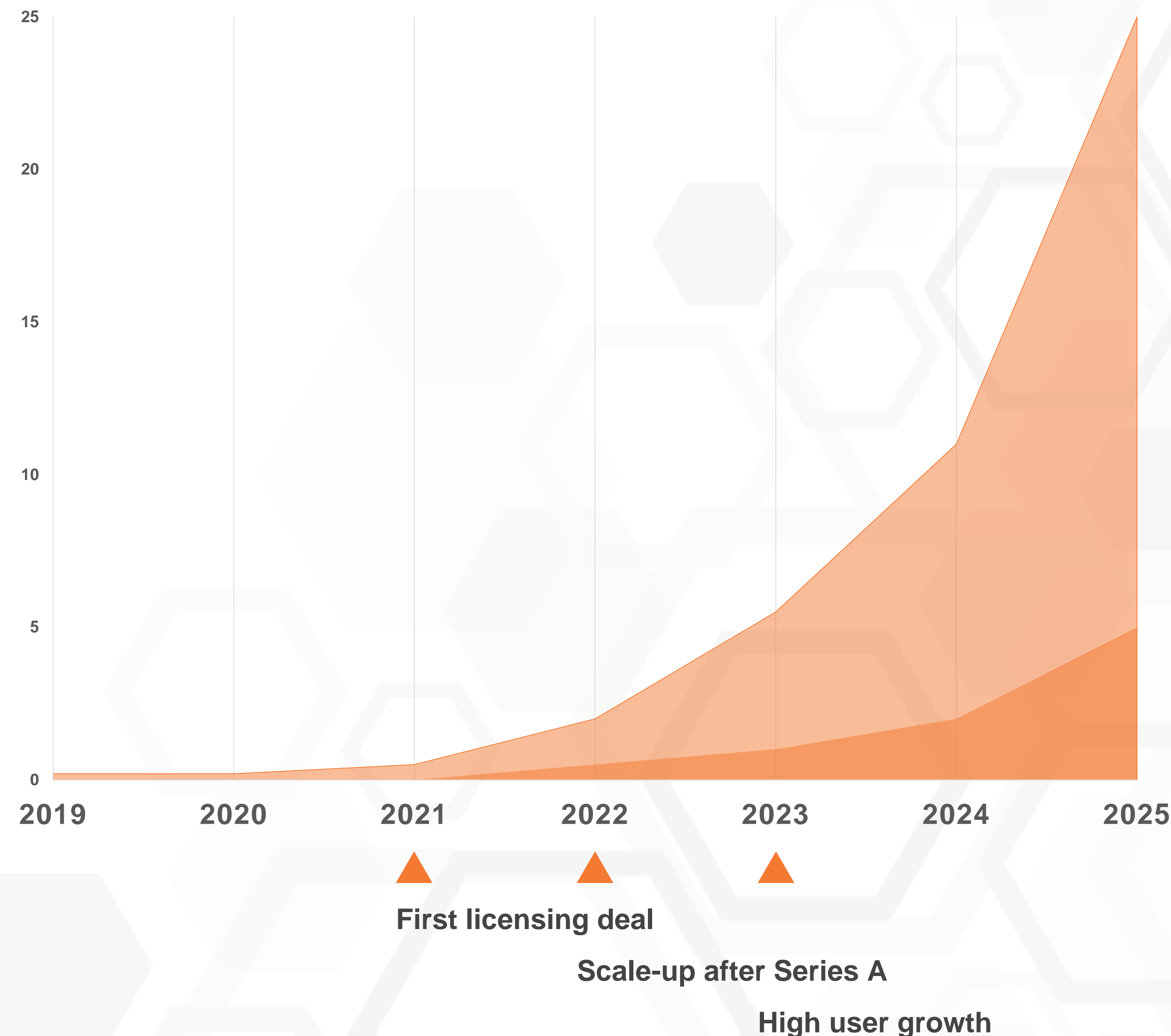
Zürcher
Kantonalbank

\$25M ARR by 2025

5M app users

Revenue streams: (2023-2025)

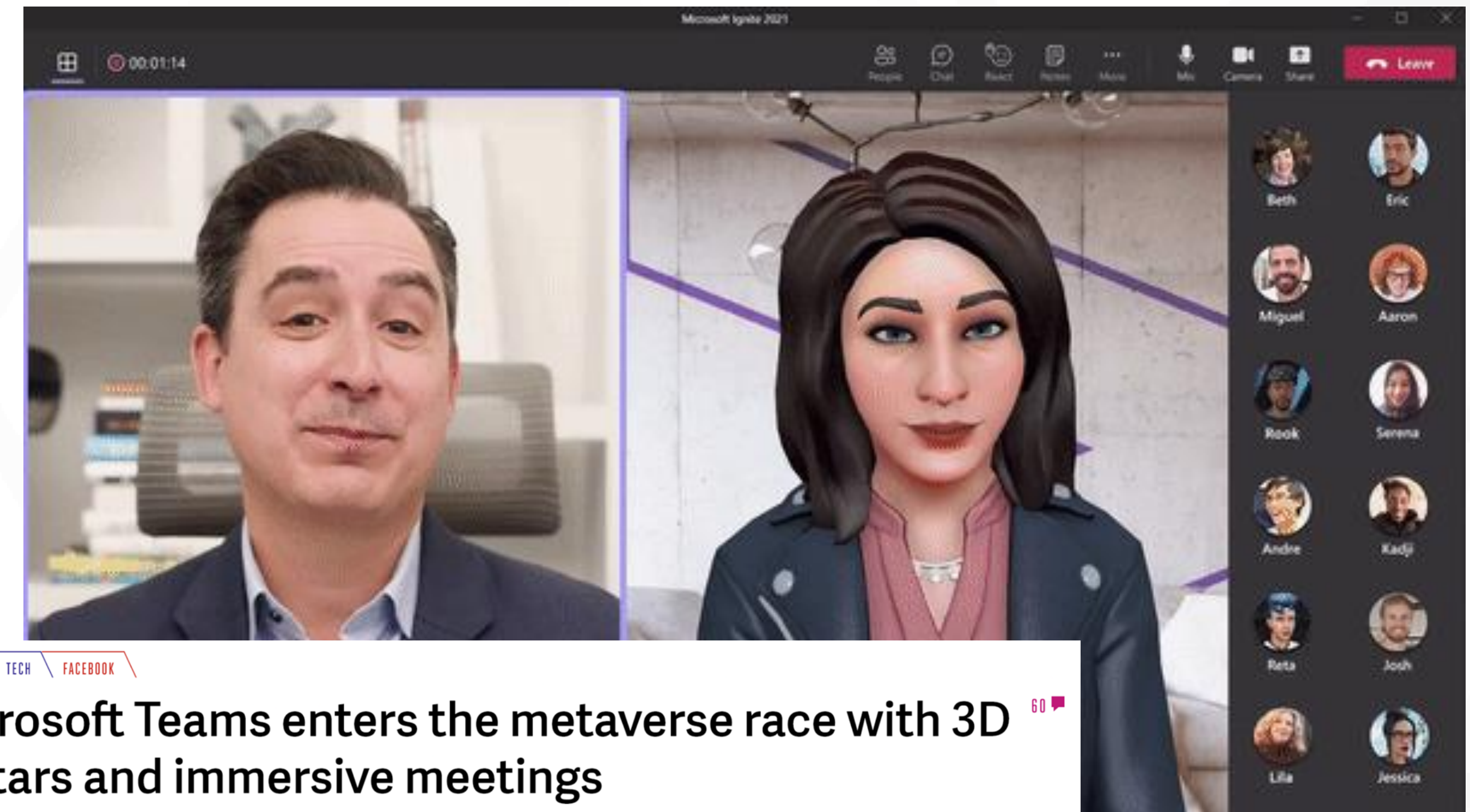
- » **OEMs:** 5M - 20M units/year in licensing deals
\$0.5/unit ARPU
\$2.5 - \$10M ARR
- » **End Users:** 100K - 500K paying app users
\$30/year ARPU
\$3M - \$15M ARR



Human Perception AI enables the “real-world metaverse”

eyeware is at the forefront of **enabling technologies** that will drive the adoption of metaverse-like use cases **outside of VR**.

Our mission is to make **interaction and communication** with computers **intuitive in the real world**.



MICROSOFT TECH FACEBOOK Microsoft Teams enters the metaverse race with 3D avatars and immersive meetings

Microsoft and Meta are on a collision course for metaverse competition

By Tom Warren | @tomwarren | Nov 2, 2021, 11:00am EDT

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