



Edition 55

Editor 's Desk

Dear friends,

As days become months and we are still stuck at home ,trying to fight different emotions ,the only thing that comes to mind is -

"The secret of change is to focus all your energy,not on fighting the old,but on building the new."-Socrates

Happy Reading!!

Regards,

Bhavna Botta

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Tech solutions-

Eyewey, an app for visually impaired to navigate and understand the world . **Meet Mr Nandujith** ,Co-founder & Director, Nexart TechnoSolutions to learn about this amazing app

Tell us about Eyewey, its genesis and journey so far

Nexart (www.nexartglobal.com) was founded in 2017 as a service provider in the IT Tech sector of India. But since we have always wanted to build and deploy our own ideas, we adopted a product development model by bootstrapping ourselves to our core team of four and focusing on image recognition and financial technologies from the start of 2019. The concept of Eyewey (www.eyewey.com) which was first named "Ioptyc" came about while our work on image recognition.

Eyewey is an assistive technology which primarily uses visual recognition to help the visually impaired navigate and understand the world around them. Eyewey is an affordable solution with a rigid design that works on a combination of visual AI and IoT based distance measurements.

In September of 2019, we had the opportunity to showcase our concept before Ma'an - Authority of Social Contribution which is a vertical under the Govt. of Abu Dhabi dedicated to nurturing collaboration and community development and we became one of the first social enterprises to be incubated under the Ma'an Incubator. This greatly fuelled our desire to innovate more on Eyewey accelerating from concept to an MVP stage within the first four months of incubation.

Through the expertise we were provided through Ma'an and connections established with the Zayed Higher Organisation and the Emirates Association for the Blind, we were able to improve a lot on Eyewey as well as what Eyewey needs to be for our users and we have currently launched the Beta version of the Eyewey App on Google Play store and is available for download as Eyewey Beta.



Picture description the team presenting at MA'AN INCUBATOR

What is unique about this technology

Eyewey utilizes a combination of visual recognition technology and distance measuring sensors to help people with complete visual impairment to navigate and understand the world around them. It is an affordable solution with a rigid design that works on a combination of visual AI and IoT based distance measurements. The core component of Eyewey is the Eyewey Mobile App which utilizes the power for visual recognition to recognize objects and notifies the user about the object over the headphones. Eyewey uses its own unique Visual AI framework developed under Nexart allowing it to recognize a much wider range of objects, understand & learn scenarios through deep learning, read text and also recognize as well as respond to speech. Since it is equally important for the user to also feel these objects we have developed the Eyewey Glove.

What is Eyewey Glove

The Eyewey Glove comprises IoT sensors to measure distances on each axis and notify the user through vibrations produced by vibration motors placed at different points on the user's hands. The sensors are capable of detecting up to 2m and the intensity of vibrations vary with distance of the object from the user thereby giving the user a feel of the distance of the object from the person wearing the glove. The glove acts as an added support for the working of the Eyewey App helping the user to understand and feel what is around them.

Due to the Covid19 crisis, we have currently put the development of Eyewey gloves on hold and focus on improving the functionalities of the Eyewey App. The current crisis has also made us rethink the business model for Eyewey shifting from the Direct Sale method to a Subscription Method. We plan to resume the development of Eyewey Glove once the Covid19 crisis subsides and it becomes easier for us to start the manufacturing and distribution process.



Pic des-eyewey glove

That's very interesting technology and so is your marketing strategy

We do believe the Indian market is a tough market for very early stage startups such as ourselves to penetrate because of the sheer immensity of solutions projected by other startups which tends to drown out the voices of small startups such as ourselves unless we are able to penetrate this sheath with the right marketing. Our strategy of marketing relies majorly on word-of-mouth marketing and as part of marketing we hope to initiate training programs on use of Eyewey in close collaboration with other entities. And we have already started to connect with all schools, associations and organisations in our locality dedicated to helping people who have complete visual impairment. We also have online campaigns that are modelled to create awareness on Eyewey and also on creating communities of people who are aligned to helping people of determination especially people with visual impairment.

Very impressive!! For any user driven product, the connect with the user is essential, how do you ensure this

We currently have 20 people with complete visual impairment from Abu Dhabi and India helping us as mentors in our journey from MVP to prototype of Eyewey, providing us valuable feedback on what needs to be optimised, what works and how to improve upon our solution. Creating a product to tackle the cost challenge of Indian consumers was one of the key milestones that we wanted to achieve while developing Eyewey. We were able to achieve this by packaging the most prominent features of Eyewey into a mobile application which greatly reduced the cost of development. The current app is free for download but the full version of Eyewey App with optimised detection will be launched in the coming months on both Android and IOS and will be made available to the public at an affordable subscription of 1000 INR per month.

We were recognised as one among the first ten social enterprises to be incubated in Abu Dhabi in September of 2019. We were also able to raise nearly 200,000 AED as Pre-Seed Funding through Ma'an – Authority of Social Contribution under Govt. of Abu Dhabi to move from concept to an MVP of Eyewey. Apart from Eyewey, we were also nominated as one of the top ten startups globally in June 2020 in the CovHack Challenge held in Dubai by Stratecis in conjunction with United Nations and Govt. of Dubai for our financial technology prototype named Hyloca.

We are working to optimise our new Visual AI framework for Eyewey to be implemented into other sectors such as construction, farming, waste management, robotics etc. as well with minimal change. We have also just launched an online collaboration platform for creative minds to help create online communities named Litebox(www.litebox.co.in) and are also working on our financial technology named Hyloca which is a hyper local order management to be launched by the end of 2020.

<https://eyewey.com/>

Immersive Reader comes to PowerPoint and OneDrive plus more updates for Dyslexia Awareness Month

Originally featured in [Access and Inclusion through technology](#)

<http://www.accessandinclusion.news/#/>

<https://techcommunity.microsoft.com/t5/education-blog/>

[immersive-reader-comes-to-powerpoint-and-onedrive-](#)

[plus-more/ba-p/1740734](#)

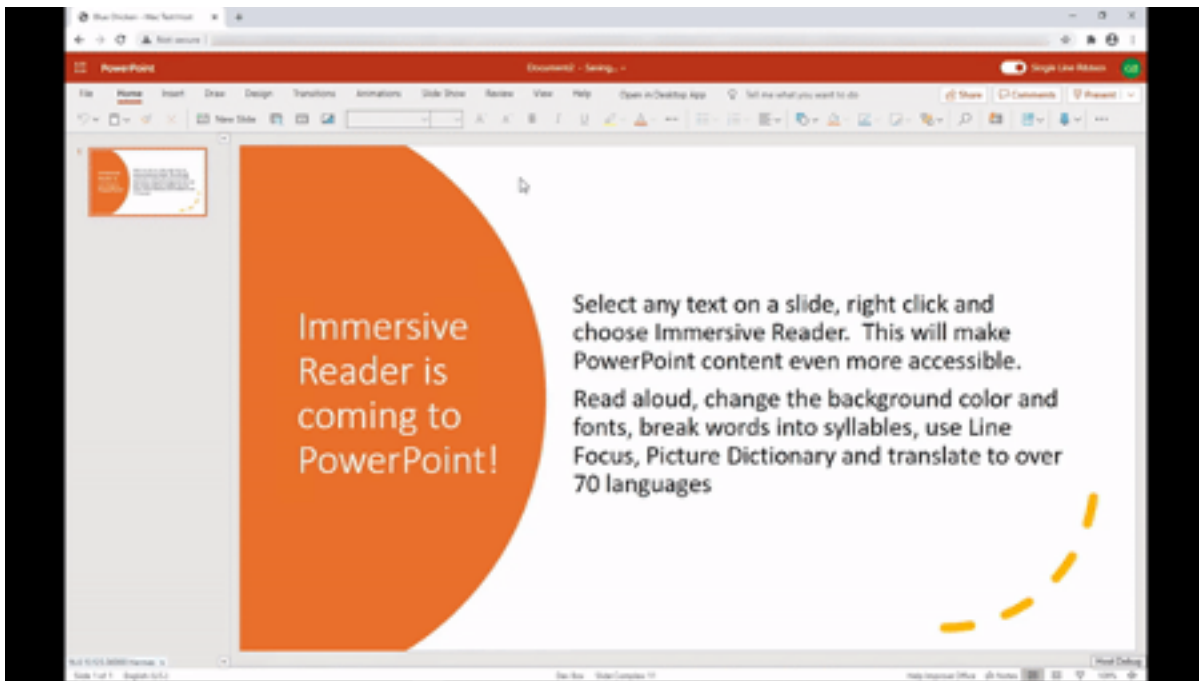
Mike Tholfsen

Microsoft

The Immersive Reader was originally inspired by focusing on students with dyslexia, and we used the latest science and research around reading while using inclusive design principles to empower students and workers of all abilities

PowerPoint gets more inclusive

One of the top requests we've heard from students, parents and educators has been to add the Immersive Reader to PowerPoint. It has also been a top [UserVoice request](#) for the PowerPoint team. Today we are thrilled to announce that we are adding the Immersive Reader to PowerPoint in two areas.



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