Simplicity is key

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Facts to Visual Impairment

> 250 million people worldwide are VI

36 million are blind

3.2 to 5.5% of population are VI

at age of 75+ >15% are VI
Targeted Customers

% of population grouped by age

- % VI
- % legally blind
- % Diabetic Neuropathies
- % Hearing loss
- Dementia max
Handicaps

- Sense of touch
- hearing loss
- sight loss
- difficulties to deal with complex solutions

affect daily life in many means

but also the use of simple technology like a mobile phone
Special needs

If you are not VI, have you ever tried to use a **smart phone** with closed eyes?

Typing on glass gives you **zero** haptic feedback. You will not find the “keys” you want to touch.

Smart phones are (too) **complex**

**priced** **expensive**

and lack on autonomy: **short** runtime / standby)
The Solution: Lucia Mobile Phone

A simple feature phone providing real keyboard

- Large tactile buttons
- Fully voice guided by Text-To-Speech (TTS) output.
- Non-touch Display; output optimised for VI
- Ergonomic shape, size, weight.
- Long stand-by of more than 20 days
- SOS alarm function
- @ reasonable price
Trivial or genius?

==> Neither, nor!

Gold GMT sold 25,000 phones of the predecessor product ALTO

Feedback from thousands of users:

“Keep it simple!”
Features

• Contacts and Groups
• Calling
• Test Messages (SMS)
• Alarms

• Sound Boost +25 dB
• Speed Dial
• Hands Free Mode
• Status Report
• Talking watch
Specification

Lucia Mobile Phone

- 2G Quad Band / 3G Dual Band
- 2 Versions: US and Rest of World
- Text-to-speech: 5 from up to 50 languages with male/female voices
- FM-Radio
- 7 GB on board Memory + SD-Card
- 3000 mAh Battery with USB 3.1 Typ C Charger Jack
- Weight: 150 g (incl. Battery)
Swiss Made - 100% at our own

Lucia is designed, manufactured and assembled in Switzerland!

100% own development of electronics and software application!
Open Source Operating System - own drivers

100% own architecture - no use of reference design

Product can be updated like a tick-tock model (Intel)
Modem / Processor / Application are independent of each other
Competitive solutions - advantages /disadvantages

3rd Party Software on smartphones
- Typing on glass - very weak to no tactile feedback
- Software solutions (swiping) does not allow speedy text messaging
- pricy (smartphone hard + software licenses)

Voice operated smartphones
- Many features - complex
- Editing of text messages still a challenge
- weak battery life

Other feature phones
- not specialised for VI / Blind
- focus elderly people “only”
- very limited to no TTS support
Status and next steps

as for today: Lucia phone development done to 95%.

March 2018: Localisation for 7 initial languages
April 2018: Final tests and certification
May 2018: Manufacturing and assembly of first batch of phones
June 2018: Shipping starts

Roll-out to 14 countries via an existing sales-network (40+ resellers)

Adding new languages and countries over time
Who are we?

Antarus S.A. is a Swiss company specialised in developing mobile solutions.

Founded 2013 in Zürich, domiciled at Lac Leman.

Share capital 100 TCHF.

Antarus works with a team of development partners, mainly located in Switzerland, and suppliers in EU and China.

CEO is Oliver Drehmann, age 55, trained banker with a degree in Computer Science. Oliver worked as CTO and COO for SAF AG, Switzerland, a start-up developing solutions for computer-aided forecast and replenishment solutions for retail. Oliver supported the Going Public of SAF on the New Market, Frankfurt in 2006 and the acquisition of SAF by SAP AG in 2009.
Stay tuned:

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