

OrCam Technologies Demonstrates Breakthrough Artificial Vision to HRH Prince William

OrCam Technologies Demonstrates Breakthrough Artificial Vision to HRH Prince William Duke of Cambridge Experiences 'Social Impact' Tech Innovation Demo during Historic Israel Visit Tel Aviv, Israel (June 28, 2018) – OrCam Technologies Ltd., the world's most advanced wearable artificial vision innovator for people who are partially sighted, blind, have reading difficulties or reading fatigue, was selected to demonstrate to HRH Prince William, The Duke of Cambridge, during the first-ever official visit by a member of the Royal Family to Israel. Taking place on Tuesday, June 26th, the meeting at the British Ambassador to Israel's residence in Ramat Gan, initiated by the British Embassy's UK Israel Tech Hub, showcased advanced Israeli technology that impacts society. In advance of the meeting, the British Embassy issued a communication announcing, "His Royal Highness The Duke of Cambridge will attend a tech innovation demo... The Duke will meet four Israeli start-up companies and hear the story behind their products. OrCam created a wearable assistive technology device, fitted to an individual's glasses, enabling those with visual impairment to read, perform daily activities, and live more independently." Prince William, with the wearable AI device attached to glasses, used a pointing gesture to activate real-time text reading. Ziv Aviram, OrCam Technologies Co-founder, President and CEO, then successfully used the device's facial recognition functionality to recognize both Prince William and Israeli Prime Minister Benjamin Netanyahu, who also took part in the event. In response to the OrCam MyEye demonstration, Prince William said, "That is absolutely incredible. That will help many people I am sure. What brilliant tech." "I was deeply appreciative for the opportunity to present OrCam MyEye to Prince William during his historic visit to Israel," said Mr. Ziv Aviram, OrCam Co-founder, President and CEO. "I am incredibly honoured by Prince William's positive reaction to using our breakthrough artificial vision technology which has been empowering the lives of tens of thousands of British citizens and users around the world." Wireless, lightweight and tiny – the size of a finger, OrCam MyEye 2.0's pioneering assistive technology discreetly reads printed and digital text aloud – from any surface – in real time. Instant face recognition and identification of consumer products, colours and money notes provides increased independence. Magnetically mounted on the wearer's eyeglasses frame and weighing less than an ounce, OrCam MyEye 2.0 is the only wearable artificial vision tech that is activated by an intuitive pointing gesture or simply by following the wearer's gaze – allowing for hands-free use without the need of a smartphone or Wi-Fi. "With OrCam MyEye 2.0 we have developed an end-to-end solution that employs Computer Vision not only in the principal feature flow, but also in the user interface itself," said Prof. Amnon Shashua, OrCam Co-founder, Chairman and CTO. According to the World Health Organization (WHO), 253 million people – over 3% of the world population – is blind or visually impaired. Available in 18 languages and 25 countries, OrCam MyEye is available through many sight loss charities including the Royal National Institute of the Blind (RNIB) and Blind Veterans, which provides the OrCam MyEye device to veterans who have lost their sight either through active service or age-related eye conditions. HRH Prince William, Duke of Cambridge, wearing OrCam MyEye, wearable AI designed to assist people who are blind or partially sighted. Using a pointing gesture to activate the reading, the Duke is accompanied by Ziv Aviram, OrCam Technologies Co-founder, President and CEO (L) and Israeli Prime Minister Benjamin Netanyahu (R) observing. During the first-ever official visit by a member of the Royal Family to Israel, Prince William attended a showcase of four advanced Israeli technologies that impact society at the British Ambassador's Residence near Tel Aviv, 26 June, 2018. For more information: www.myorcam.com.au Video and high res images are available at: <http://ow.ly/X78P30iigB6> About OrCam Technologies: OrCam harnesses the power of artificial vision by incorporating pioneering technology into a wearable platform which improves the lives of individuals who are partially sighted, blind, have reading difficulties including dyslexia or reading fatigue. OrCam was co-founded in 2010 by Prof. Amnon Shashua and Mr. Ziv Aviram, who are also the co-founders of Mobileye, the collision avoidance system leader and autonomous driving innovator, which was acquired by Intel Corp. in August 2017 for \$15.3 billion. Media contact: Tara Fohmsbee tfohmsbee@thurnhamteece.com.au (02) 4961 6010

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