

# READING REINVENTED EXPO LAUNCHES EXCITING TECHNOLOGY FOR AUSTRALIANS WITH READING DISABILITY

Revolutionary OrCam MyEye 2.0 device empowers people who are blind, partially sighted, and have reading difficulties to achieve increased independence. We take our ability to read for granted and use this crucial skill a thousand times a day: reading, emails, documents, labels, door signs, smart phones, indicator boards... But imagine if you could not read? How would you cope in the modern world? Accessing all the information we are presented with each day is becoming increasingly challenging for people with a vision or reading disability such as dyslexia. In employment, education and in daily life, obtaining information easily, and as we need it, is vital. A free seminar in Brisbane introduces OrCam MyEye 2.0 with a presentation by Leon Paull, International Business Development Manager of OrCam Technologies Ltd, who will talk about the latest technology developments and product features. Wireless, lightweight and about the size of a finger, OrCam MyEye 2.0's breakthrough assistive technology instantly reads printed and digital text aloud: newspapers, books, restaurant menus, signs, product labels, computer and smartphone screens. The instant face recognition improves social situations and the identification of consumer products, colors and money notes provides a refreshing level of independence. Magnetically mounted on the wearer's eyeglasses or sunglasses 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. OrCam MyEye 2.0 is the culmination of intense research and development by leading minds in the Computer Vision and Machine Learning fields. Thousands of users around the world have adopted OrCam's technology and rely on it in their daily lives. The second generation OrCam MyEye 2.0 will enable many thousands more to adopt this revolutionary device. OrCam distributor, Quantum's Tim Connell said "About one in seven Australians has some evidence of age related macular degeneration and this number will increase as Australia's population ages in the absence of effective prevention and treatment measures. Our mission is to empower people who are blind, partially sighted, and have reading difficulties, including dyslexia and other conditions, to study, work, and live their lives with a high degree of independence," continued Mr. Connell.

**WHAT** Reading Reinvented Expo - FREE When Friday 13th April 2018 1.30pm – 3.30pm

**WHERE** Hilton Brisbane, 190 Elizabeth Street, Brisbane City, QLD 4000 For more information please visit [www.myorcam.com.au](http://www.myorcam.com.au) and follow OrCam on Facebook and Twitter. About OrCam Technologies: OrCam's mission is to harness the power of artificial vision by incorporating pioneering technology into a wearable platform which improves the lives of individuals who are blind, partially sighted, and have reading difficulties. Powered by leading minds in the Computer Vision and Machine Learning fields, OrCam's team includes dedicated software, computer and electrical engineers, hardware design experts, and a passionate customer service team – including sighted, low vision and blind members – to provide a visual aid through a discreet, wearable platform and easy-to-use interface. OrCam was jointly 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. earlier this year for \$15.3 billion. Media enquires Lyn Thurnham +6124961 6010 or +61418 490 989 [lthurnham@thurnhamteece.com.au](mailto:lthurnham@thurnhamteece.com.au) Tara Fohmsbee +61249 61 6010 or +612419 805 737 [tfohmsbee@thurnhamteece.com.au](mailto:tfohmsbee@thurnhamteece.com.au) Video and high res images are available at: <http://ow.ly/X78P30iigB6>

## Contacts

Tara Fohmsbee  
02 49616010  
[mailto: tfohmsbee@thurnhamteece.com.au](mailto:tfohmsbee@thurnhamteece.com.au)