



Synestix™

Write My Lips

A man with a beard and a woman with long dark hair are looking at each other through a chain-link fence. The background is a blurred stadium with lights.

**We Help Deaf
and hearing impaired
see sounds.**

Current Solutions - INSUFFICIENT

Hearing aids



Amplifiers

- Not suitable for all hearing impaired
- Amplifies undesired sounds, including background noises



Cochlear implant

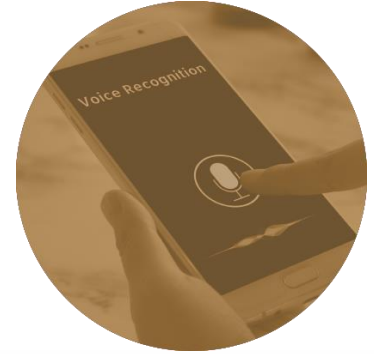
- Solely for the deaf
- Multiple negative side effects
- Extremely expensive

Transcription



Human

- Low availability
- High costs



Automatic

- Not adapted for Disabling Hearing Loss
- Attention must be diverted to a screen



Voice & Sound Display

The first hearing product that visualizes auditory preception



Watch how it works

www.synestix.com

Introducing

Ugo™
by Synestix



Transparent Head Up Display
for text and symbols

The Market

- Global hearing aids market in 2018: \$8.38 billion ³
- Anticipated global hearing aids market in 2026: \$14.45 billion
- **US** hearing aids market in 2018: \$3.19 billions ³
- 10 Million **US** residents suffer from disabling hearing loss ⁴
- Hearing aids prices in the US: \$1K - \$4K ⁶
- In 2018, retail was the leading global sales channel for hearing aids with a revenue of \$3.9 billion ⁵
- **28.8M Americans between ages 20 and 69 could benefit from wearing hearing aids**
Less than 16% ever used them.⁶

3. <https://www.fortunebusinessinsights.com/industry-reports/infographics/hearing-aids-market-101573>

4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5024365/>

5. <https://www.researchandmarkets.com/reports/3972865/hearing-aids-market-size-share-and-trends#relb0-4774078>

6. <https://www.healthyhearing.com/report/52814-Hearing-loss-statistics-at-a-glance>

7. <https://hearinghealthmatters.org/waynesworld/2018/status-independent-u-s-hearing-aid-retail-market/>

Our Vision

Improve the quality of life of hearing-impaired people with our practical technological aid, at an affordable price.

Current Status

- Successful Proof of Concept
- Patent Pending
- Established initial cooperation with developing, marketing, social, academic, GOV and NGO entities
- Development and Marketing Plan - ready
- Testing methodology - ready

Business Model

- B2C / D2C
 - Omni-Channel strategy
 - Web-sales / Online Store
 - Discounts on bulks for NGOs and Gov
- Consumer price of - competitive pricing to lower end of hearing-aids
 - Great for market penetration
 - High End solution at affordable price - supporting our social vision



Oren Fima

Eng. Co-founder Chairman

Successfully spearheaded multi billion dollar (USD) projects for the Israeli government and municipalities together with leading urban development projects such as road crossings and bridges.



Eyal Dror

Eng. Co-founder CTO

Highly experienced professional in both Hi-tech companies and start ups.

- Multidisciplinary systems
- Tech-Savvy
- Business development specialist

Successfully mentoring start-ups over 30 years



Gil Segal

Co-founder Chief
Community Officer

International Hard of Hearing entrepreneur and activist at UNESCO and the Academy.

Gil's dream is creating a barrier free world.



Almog Dayan

Adv. CEO

Almog is an international tech and commercial lawyer, experienced in company strategy and consultancy. She is an innovation consultant for a German governmental fund. Almog is former World Champion in women Powerlifting (IPA)

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