

A new vision  
for a self-describing world

# Elevator Pitch

Beckham

Arshavin



Dr Who  
Pediatician



## What?

- Make image & video content understandable to computers
- Remote, line-of-sight identification of people, objects, vehicles, etc.



## How?

- Develop a smart spectral camera + tagging system for remote ID & characterization



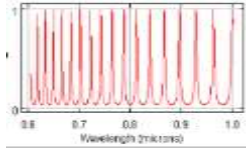
## Why?

- Enable machines to understand what they look at

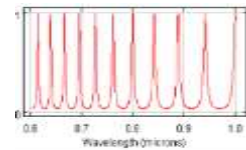
# The Solution

## Spectrally coded alphabet

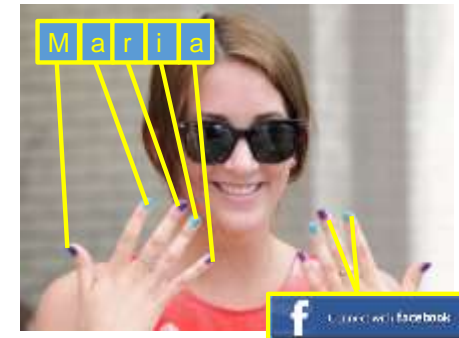
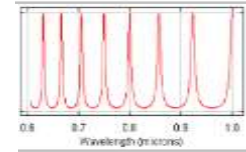
**A**



**B**



**C**



- Tags encode information in spectral domain
- Smart camera decodes & identifies tags

### Tags

- Spectrally coated films, dyes, stickers

### Camera

- Hyper-spectral video imager

### Software

- Object recognition & analytics

# Market Opportunity

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## Markets

- Indoor personnel tracking & security
- Airport security (to grow from \$20bn to \$45bn by 2018)
- Remote industrial sensors for construction & assembly



## Product

- Camera + tags + processing/analytics solution





# Prospective customers / partners

ID & Security



Pigments & tags



Sensors

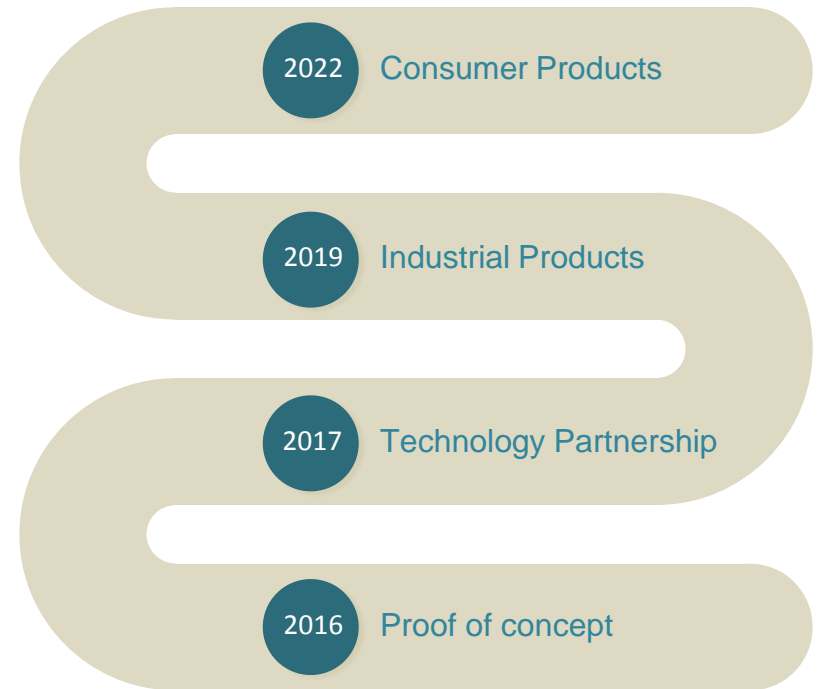
Machinery & Construction



# Business Model

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- ↪ **Proof of concept**  
Develop technology demonstrator in incubator like Technion
- ↪ **Technology Partnership**  
Develop technology with strategic partner, e.g., tag pigment manufacturer
- ↪ **Industrial Products**  
Sales of tag + camera + software system to large customers in security or sensors
- ↪ **Consumer Products**  
Reduce cost for entry into mobile & IoT consumer markets – sales of hardware + tag URL allocation

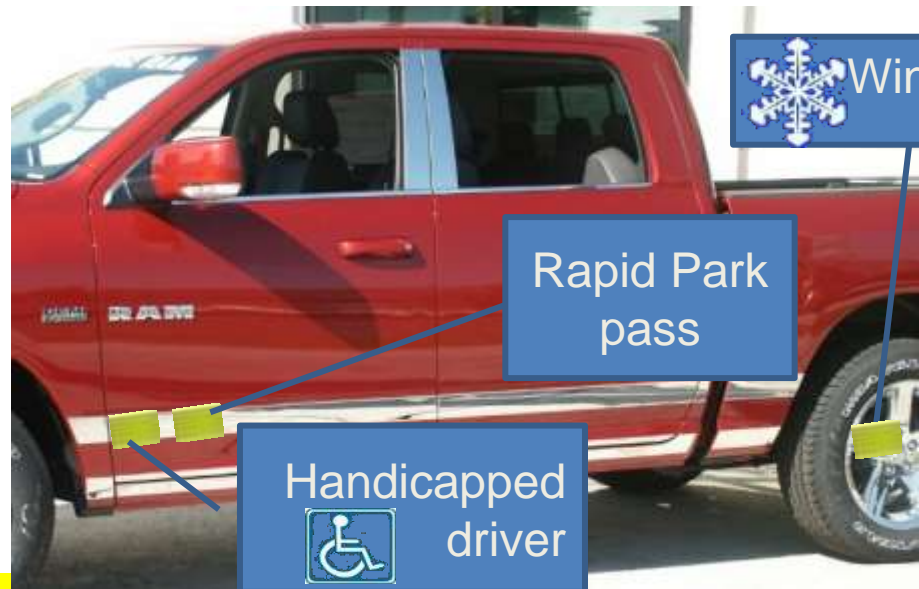


# Prototype Demo

Videos on YouTube showcasing real-time object recognition & tracking in different scenarios



Judy Moody  
Female / White  
DoB: 01/01/80  
ID# 02224456  
Height: 168cm



Winter tyre

Rapid Park  
pass

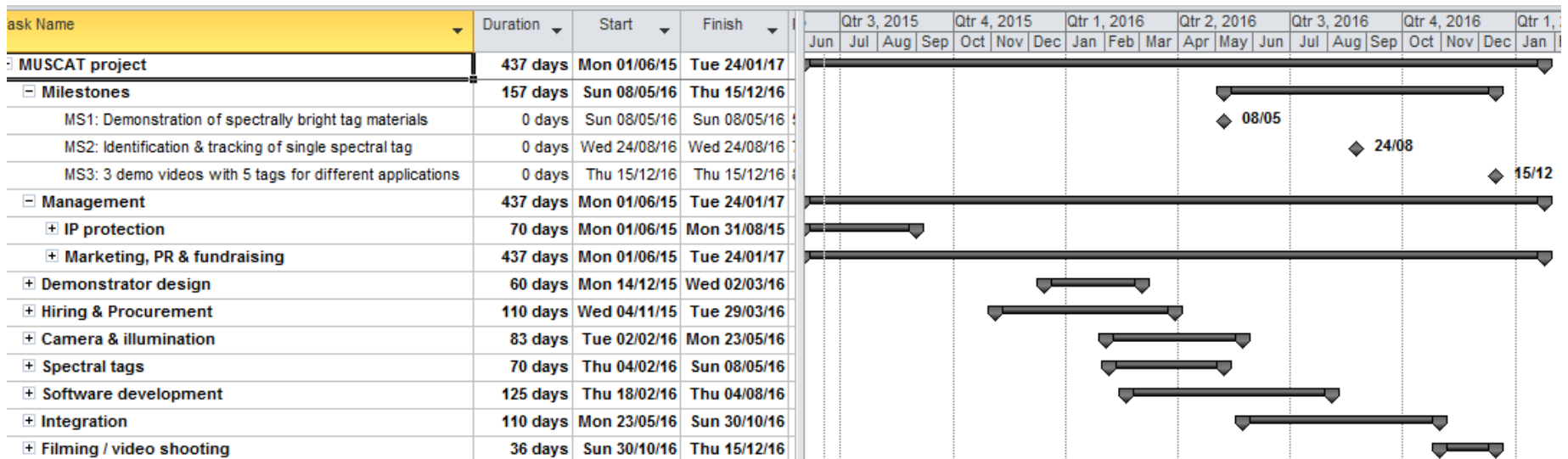
Handicapped  
driver



# Project plan

- 18-month project to build proof-of-concept demo
- MS Project plan available with task dependencies & critical path
- Milestone showcasing real-time object recognition & tracking in different scenarios

## Rolled-up project summary





# Our Team

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Business development,  
photonics, lasers, optics,  
thin films, spectroscopy



Dan Yanson

CEO

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[linkedin.com/in/dyanson](https://www.linkedin.com/in/dyanson)

Image analysis, data  
encoding, compression



Avraham Yoffe

Software, VP R&D

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[linkedin.com/in/avyoffe](https://www.linkedin.com/in/avyoffe)

Lab work, optics,  
experiments



Vlad Rinsky

Engineer / Researcher

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# Testimonials

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**William Burgess**

VP Power Technology, Inc.

“Nice technology. Seems like a technology searching for a problem...”

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“This technology may be too far ahead of its time...  
Expanding on exact go to market strategy would be helpful... lead customer feedback...”

**Mark Wippich**

LightWave  
Advisors, Inc.



# Project status

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## **Pre-seed idea verification stage complete**

- Concept & technology study performed
- Hyperspectral tag imaging experiments carried out
- US Patent application filed
- Technical workplan & budget prepared

## **Profile raising / PR activities**

- Start-up competition at International Congress of Imaging Science (ICIS), Tel Aviv, 2014
- Pitching at SUN - Start-Up North, Karmiel, 2014
- Reached semi-finals at Start-Up Challenge / SPIE Photonics West, San Francisco, USA, Feb. 2015.



# Contact Info

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<http://istart.org/startup-idea/it/thewhollysee>



<https://www.crunchbase.com/organization/thewhollysee>



<http://angel.co/thewhollysee>



<http://www.thewhollysee.com>



[dan.yanson@gmail.com](mailto:dan.yanson@gmail.com)  
[Avraham.Yoffe@gmail.com](mailto:Avraham.Yoffe@gmail.com)



(+972) 52 750 4961  
(+972) 50 977 0231

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## Thank You