



H E A R G L A S S



HEARGLASS changes life for the hearing impaired:

- ⌚ Problem: world is growing deafer while hearing aids (“HA”s) underperform
 - 36MM Americans suffer from disabling hearing loss, in
 - 33% over 65 and 67% over 75 suffer from hearing loss
- ⌚ Today’s HAs: often sound distorted, over amplify ambient noise, need audiologist appt. for tuning, and require hard-to-handle batteries with ongoing expense
- ⌚ HEARGLASS: unique wearable device that incorporates full audio spectrum HiFi HAs into eyeglasses, allowing for a directional hearing experience superior to traditional HAs. Bluetooth/WiFi capabilities allow for hands-free music streaming, telephony, voice-activated commands, and easy user tuning

Key complaints with today’s HAs	HEARGLASS Solution
Distortion from truncated audio spectrum	Preserves full HiFi audio spectrum
Hard to hear amid ambient noise	Directional mic
Limited/no user tunability	Easy user tuning, also remote-tunable
Expensive and nonrechargeable batteries	Rechargeable battery packs
Missed audio lost forever	Patented “What?” button replay
High ~\$4K avg cost + batteries and loss	Direct, retail, and subscription service/sales models

Target Market:

- ⌚ Begin with dissatisfied HA owners, early adopters, and music lovers
- ⌚ NIH estimates 28.8MM US adults could benefit from using HAs
- ⌚ Worldwide HA sales in 2015 exceeded \$20Bn, with 500MM people hearing impaired

Sales/Marketing Strategy:

- ⌚ PR, digital marketing channels and influencer endorsement
- ⌚ Multichannel distribution/service opportunities
- ⌚ OEM technology licensing for 3rd party product incorporation
- ⌚ Partnering opportunities with eyeglass/HA and healthcare industries, AR/VR OEMs

HA Industry Ripe for Disruption:

- ⌚ Speaker, mics and batteries sacrifice performance when miniaturized in today’s “smaller-is-better” HA trend
- ⌚ Glasses have ample space for powerful hardware and batteries,; better sensors, Bluetooth/WiFi, telephony, other capabilities
- ⌚ HEARGLASS offers superior audio range/quality, telephony, Bluetooth/WiFi connectivity, and new market opportunities

Key Team:

- ⌚ Peter Sprague: Chairman – National Semiconductor, Aston Martin, Advent Corporation and Wave Systems
- ⌚ Janet Baker: Founder Dragon Systems, pioneered speech recognition dictation technology, in Apple Siri, etc
- ⌚ Nolan Bushnell: Atari, Inc. and Chuck-E-Cheese founder, author of “Finding the Next Steve Jobs”
- ⌚ Wayne Boyle: Turtle Beach Dir. of Engineering; 28 years inventing solutions for complex audio problems
- ⌚ Jason Chang: Private equity investor Bateleur Capital, investment banking Credit Suisse, Morgan Stanley

Company Profile:

HearGlass.com

Industry: Wearable Computing

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HEARGLASS Status:

Working Prototypes Rev. 4

Initial User Feedback Positive

Patents issued/Pending

Seeking Capital: \$4-7MM

Angel/Institution Investors

UOP: Advanced R&D, S&M

Team:

Peter Sprague

Janet Baker, Ph.D.

Nolan Bushnell

Wayne Boyle

David Berten, J.D.

Jason Chang

Jan Dauman, Ph.D.

Peter Frishauf

Rasmus Holm-Jorgensen

Mary Howard

Andrew Resnick Au.D