

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Its  
navigation is  
very easy  
and fast

Support  
Focus Of  
Attention

ANon-  
Verbal  
Communi-  
cation

What do they  
SEE?

environment  
friends  
what the market offers

"Gestix"  
a vision  
Based hand  
Gesture



A next step  
to  
contactless  
analysis

What do they  
HEAR?

what friends say  
what boss say  
what influencers say

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Support  
Medical  
Image  
Manipulation

Track  
Hands at  
frame rate  
of 150HZ

intuitiveness  
and high  
sterility

## PAIN

fears  
frustrations  
obstacles

Voice Control  
also Provides  
Sterility

## GAIN

"wants" / needs  
measures of success  
obstacles

Ease OF  
Use

Rapid  
Reaction

Distance  
Control

An  
unencumbered  
interface