Press Release

Futuristix Solutions announces release of StickToIt

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NEW YORK CITY, USA – Aug. 11, 2023 – Futuristix Solutions Inc., known for its cutting-edge and trailblazing product line over the years, announced the release of its highly-anticipated product StickToIt, at a press conference held at the Waldorf Astoria hotel. Since its announcement back in 2021, the product has been touted as the one of the most awaited of the new decade. StickToIt, with its unique and innovative features aims to target the visually-impaired segment of the population. The company has decided to release the product in phases, with a soft launch taking place today.

Almost all products that are designed these days are inclined towards the general population, and they hardly take into consideration the needs and issues of the differently-abled, with an even smaller number directed towards the visually-impaired segment. The biggest problem faced by the visually-impaired population is the inability to interpret their surroundings and evade any possible obstacle in their path. The most basic instrument that they use is a walking stick, which might be a good tool for leading the way, but it proves to be inefficient in helping them detect obstacles and hindrances with precision. By means of StickToIt, Futuristix Solutions plans to bridge this techno-social gap by means of a creative new product which would help improve the lives of this hitherto ignored segment.

StickToIt innovatively amalgamates the old-school notion of using walking sticks to lead the way with the contemporary fad of using wireless earpieces. The device would give out auditory cues to the user via the earpiece, triggered by the proximity sensors embedded in the walking stick upon the detection of any possible threats or obstacles within a specific range of the user. The walking stick and the earpiece are connected to each other via Bluetooth, thus allowing the user to be in constant awareness of their surroundings. The device would act as the eyes and ears of the user, thus enabling them to get a know-how of their surroundings as accurately as possible. Additionally, it would also provide safe, secure, and shortest routes to the user to guide them to their desired destination by means of the audio map feature.

“The visually-impaired population make up to 0.005% of the world’s total population, which might seem like a small percentage at first, but amounts to about 40 million people! StickToIt, with its innovative features and modern approach aims to standardize the quality of services provided to the general and the differently-abled population. By means of StickToIt, we at Futuristix Solutions Inc. hope to touch and improve the overall quality of life of this so-far neglected section of the world. We also hope to soon expand our product line to serve the other ignored segments to provide an all-round enhancement of their lives.” said Viren Razdan, Founder & CEO of Futuristix Solutions Inc.

StickToIt comprises of a e-walking stick and an earpiece connected to each other via Bluetooth. The walking stick has proximity sensors embedded in it which would provide the user with voice-based messages and cues, to notify them an idea of the object or obstacle in their path and the user’s distance from the same. Moreover, its map feature also provides the user with the safest and most convenient route to their desired destination.

“I have been a walking stick user for almost 10 years now and was initially hesitant towards the idea of using a high-tech earpiece to help lead the way. But the factor of familiarity which came with having used the walking stick for a while helped me overcome this skepticism. Additionally, the earpiece proved to be a boon since I was now able to detect any incoming objects with precision and exaction. Now I can reach the school where I teach, safe and hassle-free!” remarked Emma Lawrence, a visually-impaired teacher from Los Angeles, California.

Take a step towards improving the quality lives of your loved ones, and visit your nearest digimart to give StickToIt a try today!