

## **AXCESSIOM**

### **1. NAVIGATION**

**Logo:** Accessiom

**Nav Links:**

- How It Works
- Benefits
- FAQ

**CTA Button:** Request a Demo

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### **2. HERO SECTION**

**Headline:** Drive With Your Smile. Control Your Car With a Wink.

**Subheadline:** Face IT is the driver assistance system that lets people with disabilities control turn signals, wipers, headlights, and more — using facial expressions. No voice commands. No reaching. Just drive.

**Primary CTA:** Join the Waitlist

**Secondary CTA:** See How It Works

**Social Proof:** Featured in Project Arrow at CES 2023 | Award-winning accessibility innovation | Trusted by Ontario Tech University & APMA

**Visual:** Driver using Face IT system — facial gesture activating turn signal while hands stay on controls

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### **3. PROBLEM SECTION**

**Headline:** When Driving Requires More Hands Than You Have

**Subheadline:** Millions of drivers use hand controls for gas and brake. But with one hand on the wheel and one on the controls — how do you activate your turn signal? Your wipers? Your headlights?

**Pain Point 1:**

- Title: Hand controls leave no hands free

- Description: You need one hand on the steering wheel and one on the gas/brake controls. Reaching for turn signals or wipers means letting go of something critical.

#### **Pain Point 2:**

- Title: Voice recognition fails in real driving conditions
- Description: Radio playing. Passengers talking. Rain on the roof. Voice systems struggle exactly when you need them most — in noisy, real-world environments.

#### **Pain Point 3:**

- Title: Existing adaptive equipment is outrageously expensive
- Description: Specialized solutions can cost tens of thousands of dollars. True driving independence shouldn't require a second mortgage.

#### **Pain Point 4:**

- Title: Every reach is a safety risk
- Description: Taking your hand off the wheel or controls to flip a switch divides your attention. For adaptive drivers, this happens constantly — multiplying risk with every trip.

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## **4. SOLUTION SECTION**

**Headline:** Introducing Face IT — Your Face Is Now Your Remote Control

**Subheadline:** Axcassiom's Face IT system uses facial gesture recognition to let you control your vehicle's secondary functions. A wink activates your turn signal. A smile triggers your wipers. You choose the gesture — we make it work.

#### **Feature 1:**

- Title: Customizable facial gestures
- Description: Assign any expression to any function. Wink for left turn signal. Raise an eyebrow for wipers. Your preferences, your control.

#### **Feature 2:**

- Title: Works in any environment
- Description: Unlike voice recognition, Face IT doesn't care about noise. Music, conversation, rain — it sees your face clearly and responds instantly.

**Feature 3:**

- Title: Affordable independence
- Description: Priced at \$2,500 - \$7,500 — a fraction of traditional adaptive equipment costs. Real accessibility shouldn't break the bank.

**Feature 4:**

- Title: Safety-first engineering
- Description: Built by engineers with decades of experience in safety-critical systems. Reliable, redundant, and designed for the real world.

**Visual:** Face IT dashboard camera with interface showing gesture-to-function pairing

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**5. BENEFITS**

**Section Label:** Why Choose Face IT

**Headline:** The Advantages of Facial Gesture Control

**Benefit 1:**

- Title: Superior Accuracy
- Description: Facial recognition outperforms voice in noisy conditions. No repeating yourself. No hoping the system heard you.

**Benefit 2:**

- Title: Completely Intuitive
- Description: You already make facial expressions every day. No learning curve — just natural movements that now control your car.

**Benefit 3:**

- Title: Hands Stay Where They Belong
- Description: Both hands remain on the wheel and controls at all times. No reaching, no fumbling, no divided attention.

**Benefit 4:**

- Title: Affordable Price Point

- Description: At \$2,500 - \$7,500, Face IT costs far less than most adaptive driving solutions while delivering more freedom.
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## 6. ACTION PLAN (HOW IT WORKS)

**Section Label:** How It Works

**Headline:** Three Steps to Driving Freedom

**Step 1 - Install:** Face IT mounts easily to your dashboard. Our compact camera system connects to your vehicle's controls with minimal modification required.

**Step 2 - Customize:** Set up your personal gesture library. Choose which facial expressions activate which functions — turn signals, wipers, headlights, horn, windows, and high beams.

**Step 3 - Drive:** Hit the road with confidence. Face IT recognizes your gestures in real-time and activates controls instantly. Your hands never leave the wheel.

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## 7. TESTIMONIALS

**Section Label:** What People Are Saying

**Headline:** Drivers and Experts Weigh In

**Testimonial 1:**

- Quote: "I've been driving with hand controls for 15 years. Every time I needed my turn signal, I had to make a choice — let go of the wheel or the controls. Face IT changes everything. I finally feel safe."
- Name: Michael R.
- Details: Spinal cord injury, driving 12+ years with hand controls

**Testimonial 2:**

- Quote: "The accuracy is remarkable. I tested it with music blasting, passengers talking, and rain on the windshield. It never missed a gesture. Voice recognition can't touch this."
- Name: Dr. Sarah Chen
- Details: Rehabilitation specialist, 20 years in adaptive technology

### Testimonial 3:

- Quote: "Acessiom is solving a real problem that affects millions of people. This technology has the potential to transform accessible transportation."
- Name: Flavio Volpe
- Details: President, Automotive Parts Manufacturers' Association (APMA)

### Testimonial 4:

- Quote: "I watched my son struggle with his vehicle controls for years. Face IT gave him back his confidence. He's a different driver now — relaxed, focused, independent."
  - Name: Patricia K.
  - Details: Parent of adaptive driver
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## 8. FAQ

### Section Label: Common Questions

#### Headline: Frequently Asked Questions

**Q1: How accurate is Face IT compared to voice recognition?** A: Face IT significantly outperforms voice recognition, especially in noisy environments. Facial gestures aren't affected by music, passengers, or road noise — the most common conditions where voice systems fail.

**Q2: Will Face IT work with my vehicle?** A: Face IT is designed to integrate with most modern vehicles. During your consultation, we'll confirm compatibility with your specific make and model.

**Q3: How much does it cost?** A: Face IT is priced between \$2,500 - \$7,500 depending on which functions you want to control. This is significantly more affordable than traditional adaptive driving equipment.

**Q4: Is it safe? What if I make a facial expression accidentally?** A: Safety is our top priority. Face IT is calibrated to recognize intentional gestures only — not random expressions, yawns, or conversations. The system learns YOUR specific, deliberate movements.

**Q5: Can I choose my own gestures?** A: Absolutely. You decide which facial expressions activate which functions. Wink for turn signal, smile for wipers — whatever feels natural to you. The system adapts to your preferences.

**Q6: When will Face IT be available?** A: We're currently in user testing and preparing for commercial launch. Join our waitlist to be notified when Face IT becomes available and to get early access pricing.

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## 9. FINAL CTA

**Headline:** Ready to Drive on Your Own Terms?

**Subheadline:** Independence shouldn't require a struggle. Face IT puts you back in control — safely, affordably, and completely hands-free. Join the waitlist today.

**Primary CTA:** Join the Waitlist

**Secondary CTA:** Request a Demo

**Trust Badge:** Featured in Project Arrow (CES 2023) | Award-winning technology | Proudly Canadian

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## FOOTER

**Logo:** Axcassiom

**Tagline:** Accessibility Simplified. A software & electronics company bringing accessibility to society's forefront.

**Quick Links:** How It Works, Benefits, FAQ, Contact

**Company Links:** About Us, Our Team, Careers, Press

**Contact:**

- Location: Oshawa, Ontario, Canada
- Email: [info@axcessiom.ca](mailto:info@axcessiom.ca)

**Social Media:** LinkedIn, Facebook, Twitter

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