

## Our Mission

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We aim to enable teachers to visualize concepts online in an effective manner in order to engage students and provide a better learning experience.

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Contact Us!

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The premier  
document camera  
alternative.



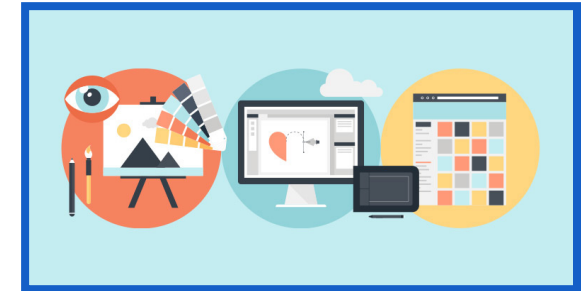
## What

ReflectRite is a low-cost, easy-to-use document camera alternative that easily visualizes users' teaching materials live. It is a simple product that offers a unique mix of high utility and low-cost, while utilizing 100% recycled materials and using 0 electronic components to ensure longevity and ease-of-use.

## How

ReflectRite takes the best of all worlds for visualization products. When the team took a look at competing products such as traditional electronic document cameras and IPEVO's low-cost mirror product, consumers found that traditional document cameras are too expensive and too cumbersome to easily transport and attach to their laptops. Consumers also found IPEVO's solution to be ineffective due to the product reflecting the camera straight down to the laptop keyboard. This prevents users from writing while showcasing their work at the same time. Doing so would require to write on top of the keyboard, which is less than ideal.

The main design inspiration behind the product is a periscope, a small optical instrument which uses mirrors angled at 45 degrees to reflect an image. This same design principle was taken and applied to the ReflectRite design. As seen in the image in the left,, the image is first projected down, then projected to the right, and finally projected down again. This design allows for a paper placed directly to the right of a computer to be reflected onto the screen. The design incorporates 2 clips which grab onto the laptop screen to keep it in place, with the first one on the left going directly over the camera.



## Why

- We listen to customer feedback.
- We've created this product out of necessity, as the team is comprised of Cal Poly students who have taken online courses with struggling professors.
- We offer a unique mix of high utility and low cost.
- We use 100% recycled materials for our product.
- We have a 3-year guarantee on each of our products.

