



GESTURA

Pitch Deck

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Gestura Smart Home

Problem Statement



A better way for deaf people to make their homes into a smart home.

To have all security devices, lights, and switches connected to one system.

Target Audience

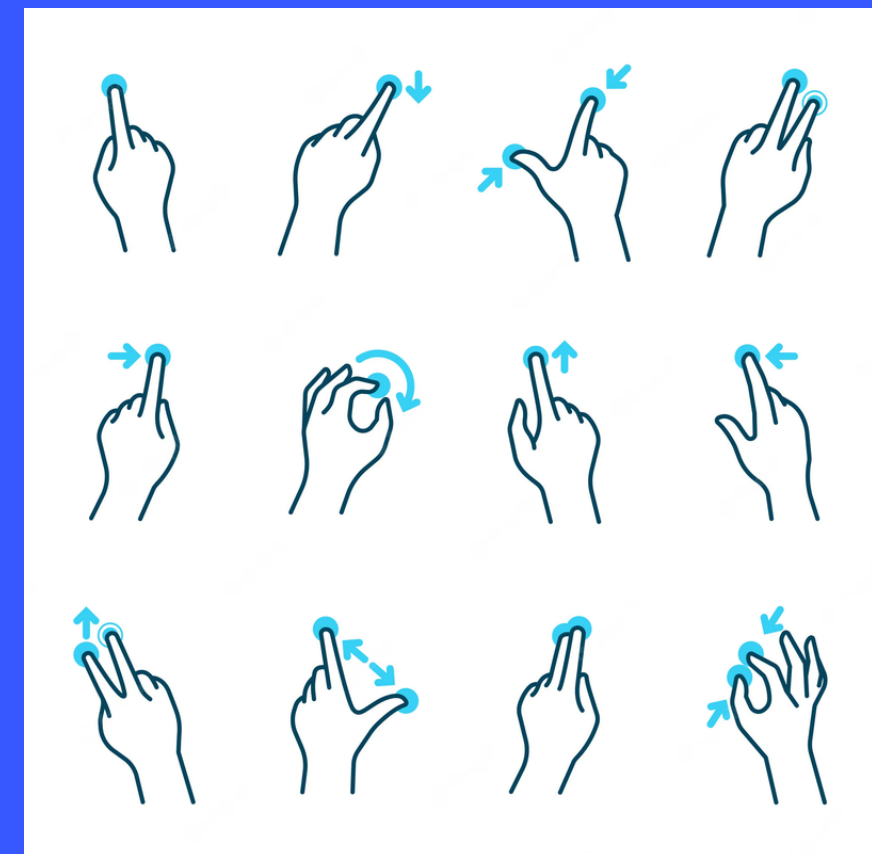
- Everyone and anyone who wants to upgrade their home.
- More Inclusive



Solution

Using gestures to control smart devices!

- According to an experiment conducted by Kela et al., “76% of their respondents prefer the use of gestures to control given devices” (over speech) [1].

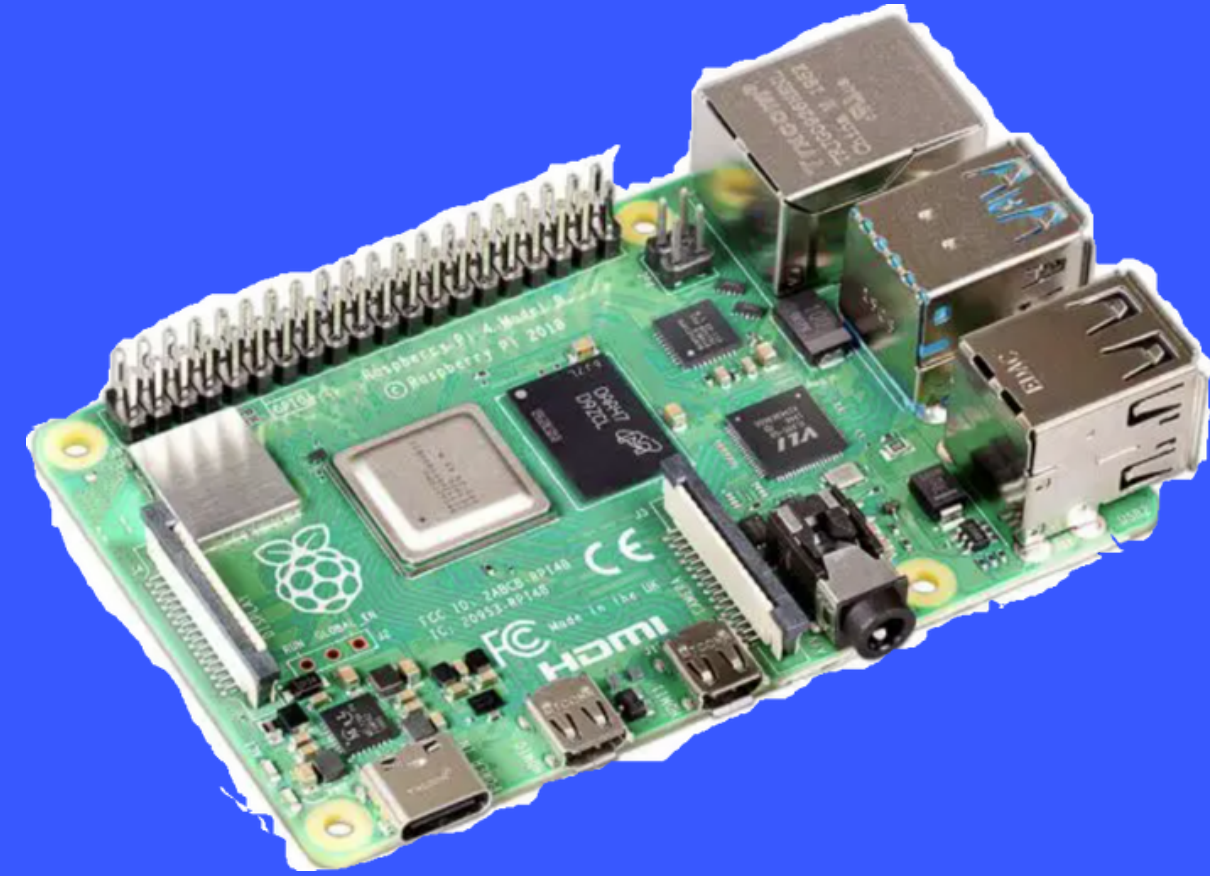


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About Our Product

Gestura Features

- Camera Gesture Detection
- Smart Home Linking
- Raspberry PI 4 Controller



Potential Features

- Wireless Cameras
- Custom Gesture Feature



[3, Fig. 3]

Competitive Advantage

Our Products main competitor would be Amazon. We have an advantage of using gestures instead of voice, which 76% of users prefer.



[2, Fig. 1]

References

- [1] F. Alemuda and F. J. Lin, "Gesture-Based Control in a Smart Home Environment," 2017 IEEE International Conference on Internet of Things (iThings) and IEEE Green Computing and Communications (GreenCom) and IEEE Cyber, Physical and Social Computing (CPSCom) and IEEE Smart Data (SmartData), Exeter, UK, 2017, pp. 784-791, doi: 10.1109/iThings-GreenCom-CPSCom-SmartData.2017.120.
- [2] B. Barrett, "Amazon Alexa hits 10,000 skills. here comes the hard part," Wired, <https://www.wired.com/2017/02/amazon-alexa-hits-10000-skills-plenty-room-grow/> (accessed Sep. 6, 2023).
- [3] "Wireless outdoor wi-fi camera, smartphone communication with Tuya app, IP65, intercom, memory," Wireless outdoor Wi-Fi camera, Smartphone communication with Tuya app, IP65, intercom, memory | ORNO POLSKA - Living innovations, <https://orno.pl/en/product/3118/wireless-outdoor-wi-fi-camera-smartphone-communication-with-tuya-app-ip65-intercom-memory> (accessed Sep. 6, 2023).
- [4] https://m.media-amazon.com/images/I/71xW3XMkbwL._AC_SX679_.jpg
- [5] Image by pch.vector on Freepik
https://img.freepik.com/freevector/differentphonehandgestureset_748557160.jpgw=740&t=st=1693944568~exp=1693945168~hmac=e6600b5e1819089a828eb6c4a58d3e2bed0df0d52dbc1ce9ce3c5e8303b85ce

Questions?

