Presentation

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- [X] Let's talk about light painting. It is an incredible form of art for photographers. Instead of using a regular brush to paint on a piece of paper, light painters use multicolored LED sticks to paint digital images on long-exposure photos. And on the screen you can see the process of my friend painting the neon cat.

- [X] This is a very rewarding and inspirational process. The artists can fully express their emotions in the third dimension with the help of technology. We believe that with the right tool, anyone can become a light painter, not just professionals photographers.

- [X] Too bad that all the existing tools on the market are very frustrating to use and expensive, and that's a barrier for beginners to come onboard. There's a lot of uncaptured potential market here.

- [X] This is why we are creating Voxel that combines the power of smartphones with an ergonomic industrial design to create a flawless user experience.

- [X] The mobile software takes care of all the image preprocessing that are normally done manually (which saves a lot of time); it allows you to choose any photo on your phone and send it wirelessly to Voxel; it has an integrated long exposure camera and that means you don't need to buy a DSLR to do light painting.

- [X] Now, light painting might seem to be a niche market, but there's actually lots of demand. Take the PixelStick for example, it raised more than 600 thousand Dollars on Kickstarter in a month. And quite frankly, We're pretty confident that Voxel is gonna do even better than that because it's got a better design and will appeal to a much wider audience.

- [X] We are a team of 4 from UWaterloo and UofT Engineering who are very excited to be working on this product. We hope everyone can join us to make Voxel a reality.

- [X] Thank you.

Summaries

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A Wirelessly controlled Modular LED stick made for photographers.

Modular wifi LED stick that seamlessly connects to an iPhone. Gives photographers an innovative tool to take their light painting artworks to the next level.

Light painting magic wand for photographers. The modern wireless solution to creating light painting artworks with mobile phones.