

TG0 REBRANDING

Mission, Vision & Tech Branding

T G 0

November 2020

WHY THE WORLD NEEDS TGO

Strategic Narrative

What's happening in the world?

- The world is becoming more connected; the line between human and device is becoming blurred.
- Data is driving every interaction and every business model.
- From consumer wearables to their workspaces, people expect more ergonomic, more intuitive devices that fit their busy schedules.
- The convergence of 5G, The IoT, AI and the Cloud means we're at a tipping point for technology – any business can shape the future long-term by designing more experiential, human-centric products NOW.



WHY THE WORLD NEEDS TGO

Strategic Narrative Continued

What are the stakes for businesses?

- Businesses built around faster, simpler, more intuitive, experiences are thriving (Apple, Amazon, Uber). Those who ignore customer experience are dying.
- A better customer experience leads to loyalty, revenue and profit – enhanced by positive reviews on social media. A better *understanding* of the customer experience leads to new revenue opportunities.
- User and customer experience is the only sustainable competitive advantage - if you can't compete on experience, you can't compete at all.

How does TGO help?

- We give businesses:
 - Freedom of design
 - Sensing ability on any shape, surface or material
 - New seamless data capture tools
 - The opportunity to innovate on customer experience
 - Cost savings
 - Product differentiation
 - Low footprint manufacturing
 - End-to-end product development, manufacturing and assembly
 - Adaptable software solutions
 - Data driven consumer insight
 - Cloud based analytics
- We give their customers
 - A more intuitive, sensual experience
 - The ability to control things their way
 - More convenience and more control

REASONS TO BELIEVE

Strategic Narrative Continued

- TGO technology is proven in automotive & consumer gaming sectors.
- Track record of delivering new innovative solutions at pace, on-time and on-budget.
- Trusted innovation partner to some of the world's leaders in automotive, gaming and consumer electronics.
- TGO interface technology has been shown to cut costs by 80% over matrix-based sensors.
- A talented international team, working on unique software and hardware solutions for full end-to-end service.
- A growing patent portfolio securing freedom to operate.
- Expertise in advanced machine learning and software development.



For...

OEMs and leading companies in automotive, healthcare, gaming and consumer electronics, and wearables.

Who...

Want to give customers a more intuitive, unique way to control their experience or functionality through beautifully-engineered interfaces, while gathering actionable data and reducing manufacturing costs and footprint.

TGO...

Is a leader in tangible human machine interfaces with proven expertise in advanced hardware and software engineering; we create special end-to-end innovation solutions.

WHO WE ARE
AND WHO
WE ARE
SELLING TO

Positioning Statement

That...

Gives clients freedom of design and materials, end-to-end software+hardware support, and a streamlined, simplified, lower-cost process from prototype to product.

AND

offers new interaction modes and data capture, giving them a greater understanding of consumer behavior and the potential to identify new revenue streams.

We do this by...

Digging into the needs of our customer and their end users, spotting the overlaps and potentials for better experience/lower cost, pain points and delivering an end-to-end simple, intuitive, HMI solution.

Unlike...

Existing button-based/other touch / HMI technology providers who:

1. Solve one problem rather than looking at the holistic scenario.
2. Rely on outdated and costly matrix-based sensors.
3. Offer either smart surface or software expertise, but not both.

Resulting in...

A fully-integrated solution delivering better brand experience and cost and time savings for our clients, and a superior, more-intuitive user experience for their customers.

WHAT WE ARE SELLING AND WHAT VALUE WE BRING

Positioning Statement Continued

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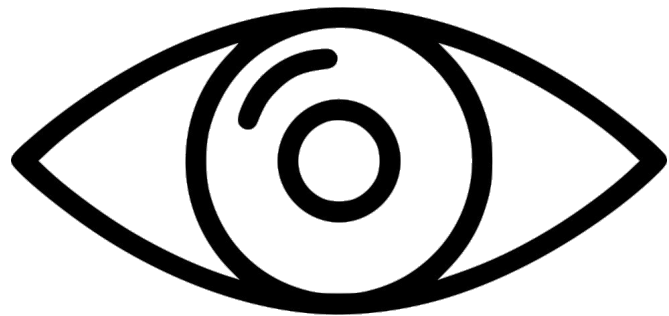
What we strive to achieve: Our Vision

Option1:

Innovative, intuitive, tangible experiences, for everyone
(How we want to change how everyone interacts with the world)

Option 2:

To be the world's foremost tangible experience innovators.
(Strive to be the go-to authority in our industry, be the best that we can be)

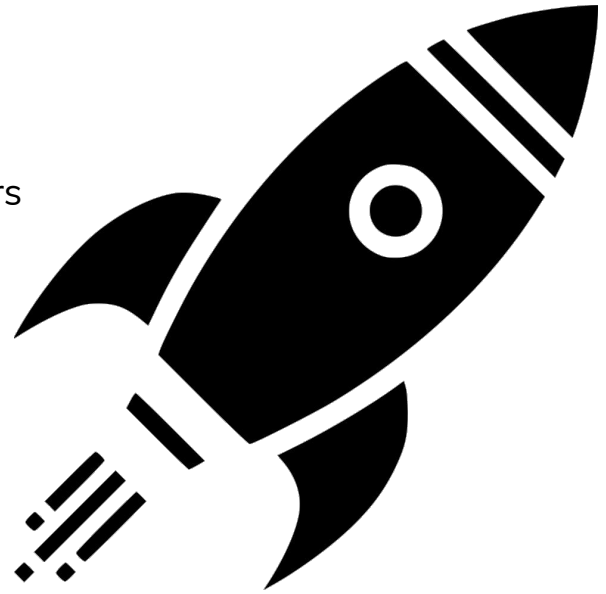


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How we are going to achieve it: Our Mission

To create innovative solutions that unlock new behaviours and deliver exceptional experiences for our clients and their end users through intuitive tangible interfaces.

Interface, innovation, intuitive, experience(s), solutions, (top words we use for the company descriptions)



CREATING A MORE TACTILE FUTURE

With our branded technology



Branding Concepts

1. INTUI (IN2I) - Play on intuitive, can be used in conjunction with, touch, pressure, sense, etc
2. TANGIC (Tangible Intuitive, Capacitive)
3. CAPTYC (Capacitive tech)
4. INTRIC (Intuitive, Tangible, Interface, Capacitive)
5. TANGIform

TECHNOLOGY BRANDING IN CONTEXT

Example Copy

1. Our INTUI™ Touch technology has been shown to reduce sensor-material costs by 80%.
2. See how Airbus Biz Labs incorporated our TANGIC™ Pressure Technology into their passenger seats
3. Experience freedom of design with our CAPTYC™ Touch technology
4. Build more sustainable designs with our INTRIC™ Sensing technology
5. The NovaCar 4 with built-in TANGIform™ technology for a superior driver experience.

