FRIENDEYE

Your friend in day-to-day city walking
The facts

285 million people with visual impairment
28% of them are of working age
1.4 million children are blind

Data from OMS 2018.
State of the art

City council, institutions and private sector are solving some of the predictable issues.

- Adapted street lights
- Textured pavement
- Apps for public transport
- Sound alerts
- and others...

But what about the UNPREDICTABLE?
What **FRIENDEYE** does

**FRIENDEYE** is your friend in your day-to-day walking.

**FRIENDEYE** warns you about possible dangerous situation when you walk the city.

**FRIENDEYE** solves imminent danger situations caused by unforeseen events in public space.
When do you need FRIENDEYE
When do you need **FRIENDEYE**
How **FRIENDEYE** works

**FRIENDEYE** is an app for your smartphone that detects those elements that could hurt you when you walk through your city.

You only have to put the **FRIENDEYE** harness with your smartphone, connect your headphones and open the **FRIENDEYE** app.

**FRIENDEYE** voice will guide you through the trip and will tell you about possible events and obstacles in your path.

You will arrive safe and accompanied to your destination.
How **FRIENDEYE** works

**FRIENDEYE** collects all the data, select useful information and then communicate it to the user.
The technology behind FRIENDEYE

deep learning

augmented reality

artificial intelligence
Without **FRIENDEYE**

Mark lives in Poblenou, Barcelona.

He is 24 and visually impaired.

Every day he walks from home to work and faces objects on the street that shouldn’t be there.

Last week he fell with an unexpected object and got hurt.
With **FRIENDEYE** solution

Yesterday Mark got **FRIENDEYE**.

Now he can walk wherever he want and he will be sure that he will be safe.

Now he can notify the authorities when **FRIENDEYE** finds an issue.

Now he is happy because **FRIENDEYE**'s voice response make him feel secure and accompanied.
How to get **FRIENDEYE**

You can subscribe at **FRIENDEYE** website with your credit card.

Within five days you will receive the **FRIENDEYE** kit and you can enjoy it.

The subscription will be renewed with an annual payment.
Scalability

The framework is scalable to every city.
Time line for **FRIENDEYE** implementation

- **Nov. 2019**: Ideation and presentation
  Citython Barcelona 2019
- **July 2020**: Launching in Barcelona
- **July 2021**: Launching in every large city in Europe
- **Feb. 2020**: Partnership and founding
- **Oct. 2020**: Launching in Madrid and other 5 European large cities
- **Jan. 2022**: Available in every European city, and some large cities in America, Asia, Africa and Oceania.

**FRIENDEYE** will be available on June 2020 in Barcelona and worldly by 2022.
Come to business with **FRIENDEYE**

**FRIENDEYE** will be available on June 2020 in Barcelona,

Your benefits as partner:

You will get very valuable data from **FRIENDEYE** because the entire city, incidents and relevance data will be mapped and referred into a .cityGML environment for reuse.

This data will be very useful for City Council and private companies.

Also, the annual subscription will cover all costs and generates benefits from the first year, due to the low cost of implementation.
We are **FRIENDEYE**

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