



Company Overview

OTOJOY, founded in 2012, provides technology solutions to improve accessibility for people with hearing loss and create enhanced, fully immersive listening experiences in public venues by streaming speech and music directly to hearing aids, cochlear implants, and smartphones. We ensure that the 23% of the U.S. population who are affected by this invisible disability (>60 million individuals) can participate in and enjoy the activities they choose to make part of their lives. Our patented consumer product, OTOJOY LoopBuds, received a CES Innovation Award, an Edison Award, and was shortlisted to the Top 5 for a Global Mobile Award, together with Microsoft. OTOJOY recently won the Arizona Innovation Challenge.

Product/Service Overview:

OTOJOY installs hearing loop systems, also known as induction loop systems, for businesses and government organizations, that help people with and without hearing loss to hear more clearly. Unlike traditional loudspeaker systems, we bypass room acoustics and extraneous noises to create awe-evoking listening experiences for the individual. We send an audio signal via magnetic induction directly to people's hearing aids, or to our proprietary LoopBuds for those that do not own hearing aids. Unlike Bluetooth or Wi-Fi, this analog audio transmission technique does not experience any latency or connectivity issues whatsoever, but it does eliminate background noise and delivers crystal clear sound. OTOJOY's technology has the potential to completely transform the way we perceive sound.

Market Opportunity:

OTOJOY's largest customer segments are places of worship, government facilities, performing arts venues, senior living communities, education facilities, and movie theaters. At least 250,000 venues are current candidates for hearing loop technology. OTOJOY's average sale to these customers is >\$10,000, totaling a market size of >\$2.5 billion. Additional applications of the technology are conference rooms, point-of-sale, public transportation, and private homes. Some other markets, such as the United Kingdom, Scandinavia, and Australia are much more mature regarding established hearing loop infrastructure, thus providing a significant market opportunity for OTOJOY's consumer products, which work in conjunction with hearing loop systems. The hearables market is expected to grow from \$15 billion in 2017 to >\$40 billion in 2020.

Management Team:

OTOJOY's Founder and CTO, Thomas Kaufmann, who holds post-graduate degrees in physics and chemistry, is a globally respected authority on the engineering aspects of hearing loop technology. He is the sole U.S. representative on the IEC committee that defines international performance standards for hearing loop systems and has been recognized by USCIS as an "Alien of Extraordinary Ability." James Rowe, former Executive Director, Commercial Services at Action on Hearing Loss, acts as OTOJOY's Chief Executive. James previously worked as a speech language pathologist, holds an MBA from Warwick Business School, and has held senior leadership positions in companies in the wider assistive technology sector. OTOJOY's Senior Advisor, Stephen Cooper, former chairman of Inogen, offers 45 years of experience leading companies in the semiconductor, software, and medical device industries.