



Air Button

Introduction

18th Dec, 2018

Our Milestone

- Technology Invented



2012

- Company Established
- Commercialization Begin



2014

- Button Pouch field test & pre-Launch



2016

- Button Pouch 2.0 Launch



2018

2013

- Patent Filing

2015

- Air Button Launch



2017

- Button Pouch Launch



Our Achievements

Intellectual Properties

- Invention Patent x1
 - Utility Patent x5
 - Design Patent x1
- in China, German, Japan and Hong Kong



香港城市大學
City University of Hong Kong



數碼港



香港科學園

global sources

TusPark
清华科技园



Air Button

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Media Interview



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First Product- Air Button



- Introduction:
 - World's First Batteryless & Wireless Control Button for Smartphone
 - User could activate preset functions by pressing Air Button in simple one click so that user do not need to deal with complicated smartphone control anymore
- Target User: Heavy-use smartphone user, Elder
- Sales Channel: Smartphone accessory channel, online channel

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Second Product- Button Pouch



- Introduction:
 - World's First Smart Pouch for water activities
 - Replace all kind of waterproof camera and video equipment in very affordable way
 - With using Air Button Technology Button, user could control smartphone in underwater
- Target User: User or Traveler going to play water activities
- Sales Channel: water sports accessory channel, diving accessory channel, travel related channel, Water Park, Shop on beach
- Patented Product

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Current Product - Button Pouch 2.0

- This is the world's First Smart Pouch for water activities
- it allows user to use their smartphone in underwater or easy to capture photo and taking video in water, sharing interesting capture directly and easily by using smartphone
- Button Pouch could be used on wide range of water activities
 - diving, snorkeling, swimming, water surfing, other water sports
 - Extend usage for other outdoor sports say trekking, hiking, snow skiing, etc.
- Competitors: action camera, tough camera
 - In different price range and no competitor in same price range
- Target on traveler market, diving market, water sports market, water park market and winter sports market
- Compatible to iPhone and Android



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Why Button Pouch



Underwater Control Ready

- Touch screen is not work properly when smartphone is in water even with extra protection
- Physical buttons help user to control smartphone in water



Social Sharing Ready

- Instant share your amazing capture to Social Network, no need to wait data transfer from camera.
- Auto Photo Tune to simplify the photo retouch process for social networking purpose



Universal Design for most smartphone

- Most waterproof housing is designed for dedicated device, otherwise is would be very bulky and not user-friendly
- Compatible for iPhone and Android

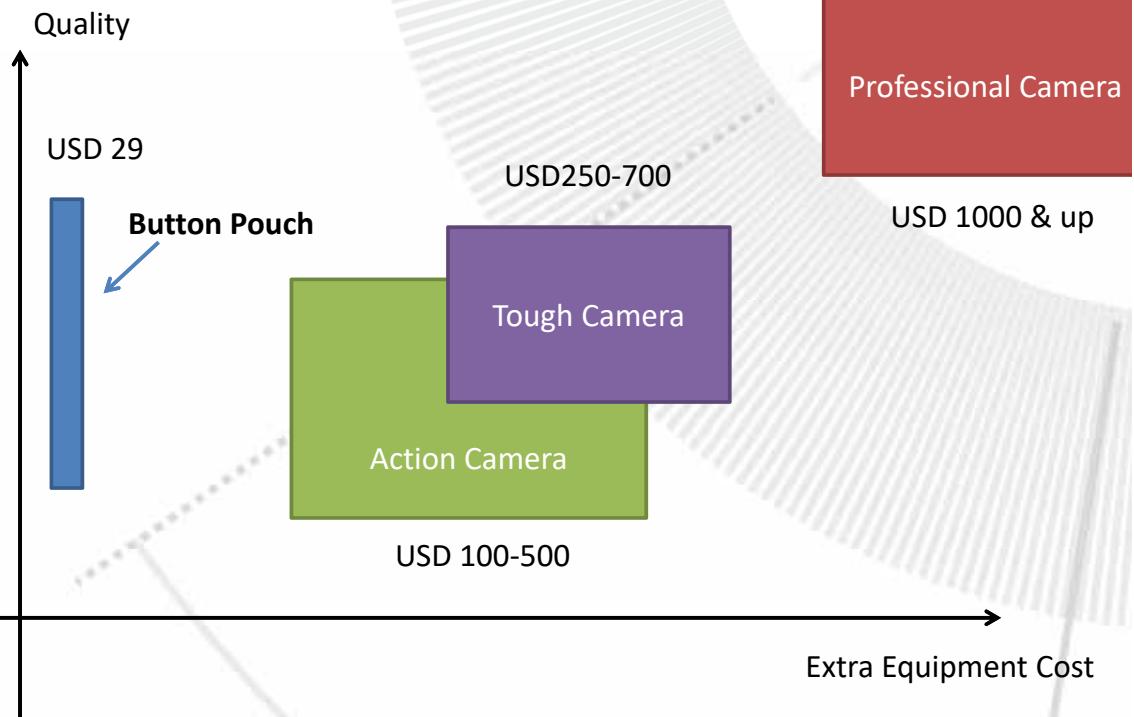


Affordable Price

- Action camera, tough camera and housing in same specification are expensive (over USD 100) but it is only used for a single trip per year
- Button Pouch is under USD29 only

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Quality-Cost Comparing



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Market Overview For Button Pouch

- Action Camera Market
 - Sales Volume: 10.5 Million unit (2016)*
- Diver Market
 - Certifications issued: 25M by PADI (2016)**
- Waterpark Market
 - Attendance of World's Top 20 Parks: 28.7 Million (2015)***
- Waterproof Pouch Market
 - Monthly Production per manufacturer: 100K-200K unit

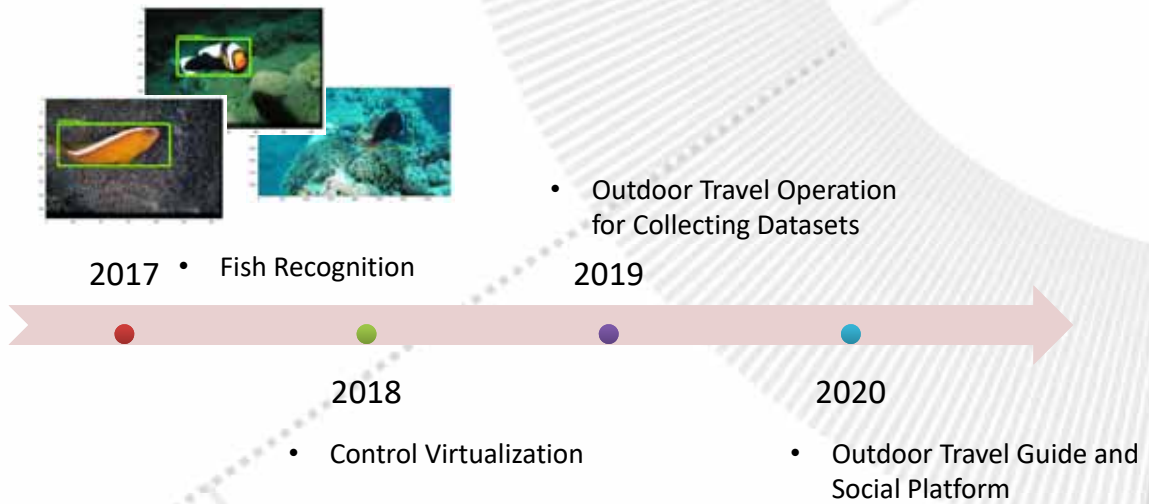
* <https://www.statista.com/statistics/326898/worldwide-unit-sales-action-cams/>

** <https://www.padi.com/sites/default/files/2017-07/2017%20PADI%20WW%20Statistics.pdf>

*** http://www.teaconnect.org/images/files/TEA_160_611852_160525.pdf

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Future Development



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Side Projects

- AI Application for Clothing Industries
 - Automation the flow and process from sales, manufacturing and delivery
- IoT Products Development
 - Hardware and software development

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Team



David Lam
COO

BSc BIS, Staffs Uni (UK)
2012

Supply chain management

Operation

6 year trading exp



Oswis Wong
Co-inventor & CEO

BEng ECE, CityU (HK)
2012

Business development

Product invention

8 Tech. awards



C L S o
CTO

BSc CS, Staffs Uni (UK)
2014

Software development

System Security

7 year software development exp

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