



**GADGETTRONIX**  
ENGINEERING REALLY USEFUL GADGETS



## Company Overview:

Gadgettronix is a high technology design and development firm focusing on wireless and wearable electronic products that feature safety enhancements, conveniences, and connectedness capabilities for urban transportation development, commuters, businesses, and outdoor sports enthusiasts.

## Gest'r Overview:

Gadgettronix's first product is a wearable audio playback and telephony remote control that senses and interprets intuitive hand gestures, obviating the need to interact with the mobile phone itself when circumstances make that problematic or dangerous, such as when skiing or cycling in traffic. The Gest'r utilizes mature sensor technology in a novel way to sense the gestures, and the Bluetooth Low-energy standard for wireless transport of control signals to the media device.

***Don't get distracted or inconvenienced fumbling for your smartphone - control it using intuitive gestures on a touch-free device that remotely operates your phone.***

## Problem Statement:

Roughly half of all skiers (Nordic and alpine), snowboarders, runners, gym goers and cyclists interact with their smartphone while engaged in these activities, but in these circumstances such interaction is dangerous and inconvenient. Several remedies exist for this problem, but all are unsatisfactory:

- Mechanical buttons on a microphone yoke are small and difficult to locate, discriminate and actuate
- Voice recognition is disruptive to normal conversation and continues to be problematic, particularly in environments that are noisy or have intermittent or nonexistent data connectivity.
- Dedicated, proprietary solutions are expensive, only work with one activity, and have limited utility
- Actually interacting with the media device itself requires stopping, fishing the device out of layers of clothing (even more challenging if used with wire-attached earbuds), exposing the device to the environment (moisture effectively disables capacitive touch screens), removing gloves, removing eye-wear, and finding shade to actually read the screen. When done, the whole process needs to be reversed.
- Taking eyes off the road or trail to fumble with mechanical controls can be a deadly distraction.

## The Solution:

The Gest'r (pronounced "jester") is a "disappearable" that performs under any garments and circumvents all of these difficulties by providing a simple and intuitive control mechanism that doesn't require stopping or even slowing down. Familiar gestures such as swiping or tapping can be used to effect virtually any function available on your mobile device, but without touching a screen. The prototype supports 8 fixed functions within 2 broad service categories (audio and telephone), and at launch (Q1 2018) there will be a total of 5 services available.

## The Team:

To pull this off we've put together an experienced, talented, and diverse team with complementary skills.

- **Anthony Dobaj** – Founder, electrical and software engineer has 30+ years industry (Boeing, Nokia, IDEXX, others) experience taking products from concept to customer.
- **William Bruner** – Co-Founder and SVP of business development, Will is an accomplished serial entrepreneur and former sales and management executive for Nextel and Magellan.
- **Barbara Clarke-Ruiz** – A Senior Product Design Consultant, Barbara brings 20+ years of experience in apparel design and activewear. She has worked with industry titans in the U.S and Europe such as Nike, Adidas, Asics, and was Design Director for Eleven By Venus Williams' activewear collection.
- **Shirley Daniel-Gentry** – A product and brand expert with twenty years' experience at Saks Fifth Avenue, Macy's and Kohl's, specializing in launching and running private-label and licensed celebrity brands.

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