

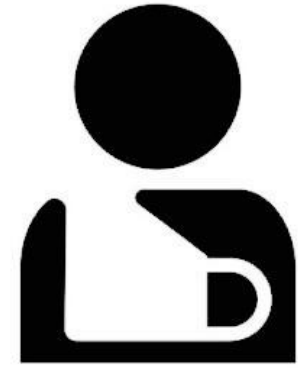
# Disrupting Physical Access

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# Market is significant – but diverse

- Physical Needs include those
  - Who have lived with a physical disability throughout life
  - Acquired a physical disability through trauma
  - Have additional needs as a result of aging
  - Experience pain and discomfort through Work Related Upper Limb disorders
- Can include
  - Mobility
  - Hand/Arm
  - Fine Motor





# Traditional Access Solutions to Technology

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- Switch
  - Rollerball
  - Trackball
  - Key Guard
  - Keyboard
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- Hardware, Software and Settings combined into a system

# Integrated Physical Access Tools

- Voice Recognition
- Touch Customisation
- Head Tracking
- Software and Personalisation



# Gaps Emerge

- Disruption traditionally disrupts business by responding to customer needs and innovating
- In this case the market is such that the needs of some may fall through those gaps
- Those that need a different hardware solution are challenged
- Diversity of ecosystem fragments market, scale of OS updates
- Wired and Wireless connectivity challenges manufacturers
- Traditional devices not designed for portability
- Language Support



# Emerging Solutions to meet physical access needs

- Online Distribution bypassing resellers
- The advent of the Maker community
- 3D printing

