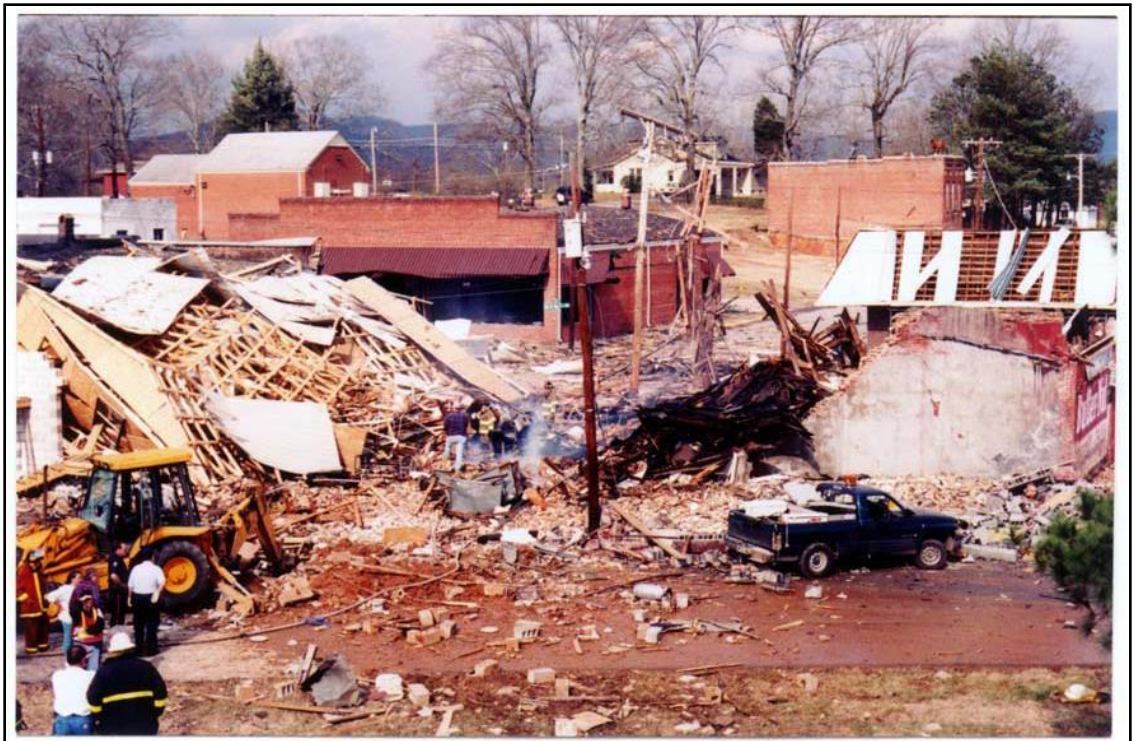


Enhanced Vision Systems

**IPRO-355**

# Problem

- Mismarked / Unmarked Utility Lines
- Accidents lead to Loss of:
  - Lives
  - Time
  - Money



# Solution

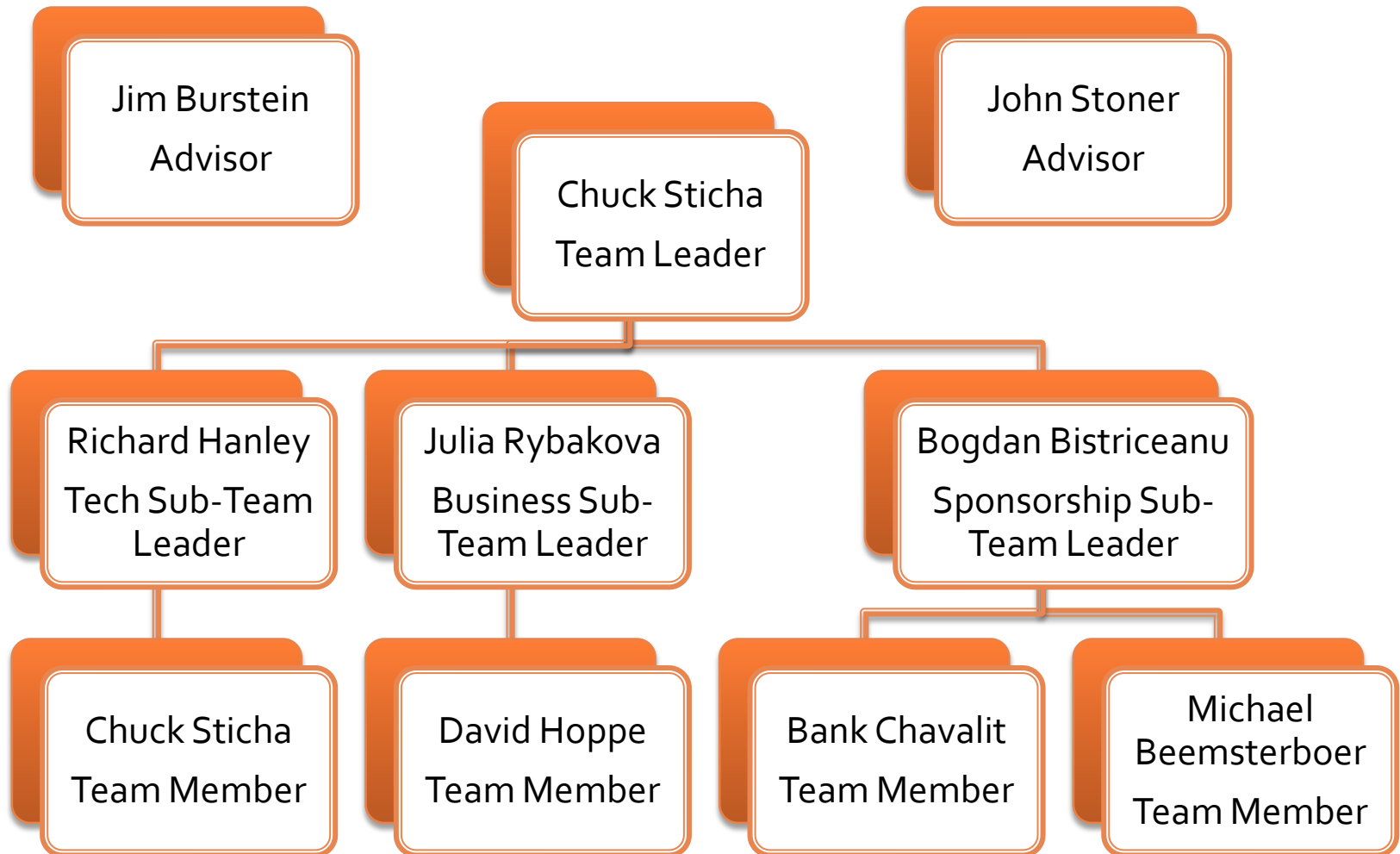
- A software product
  - Graphical Map
    - Location of buried utilities
    - Location of equipment operator
- Use by
  - Construction Equipment Operators
  - Utility marking services



# Previous Work

- Fall 2007 – Augmented Reality
  - Informational commercial virtual reality device
- Spring 2008 – Augmented Reality
  - 3-D hardware & software
- Fall 2008 – Enhanced Vision Systems
  - 2-D top down view; hardware & software

# Team

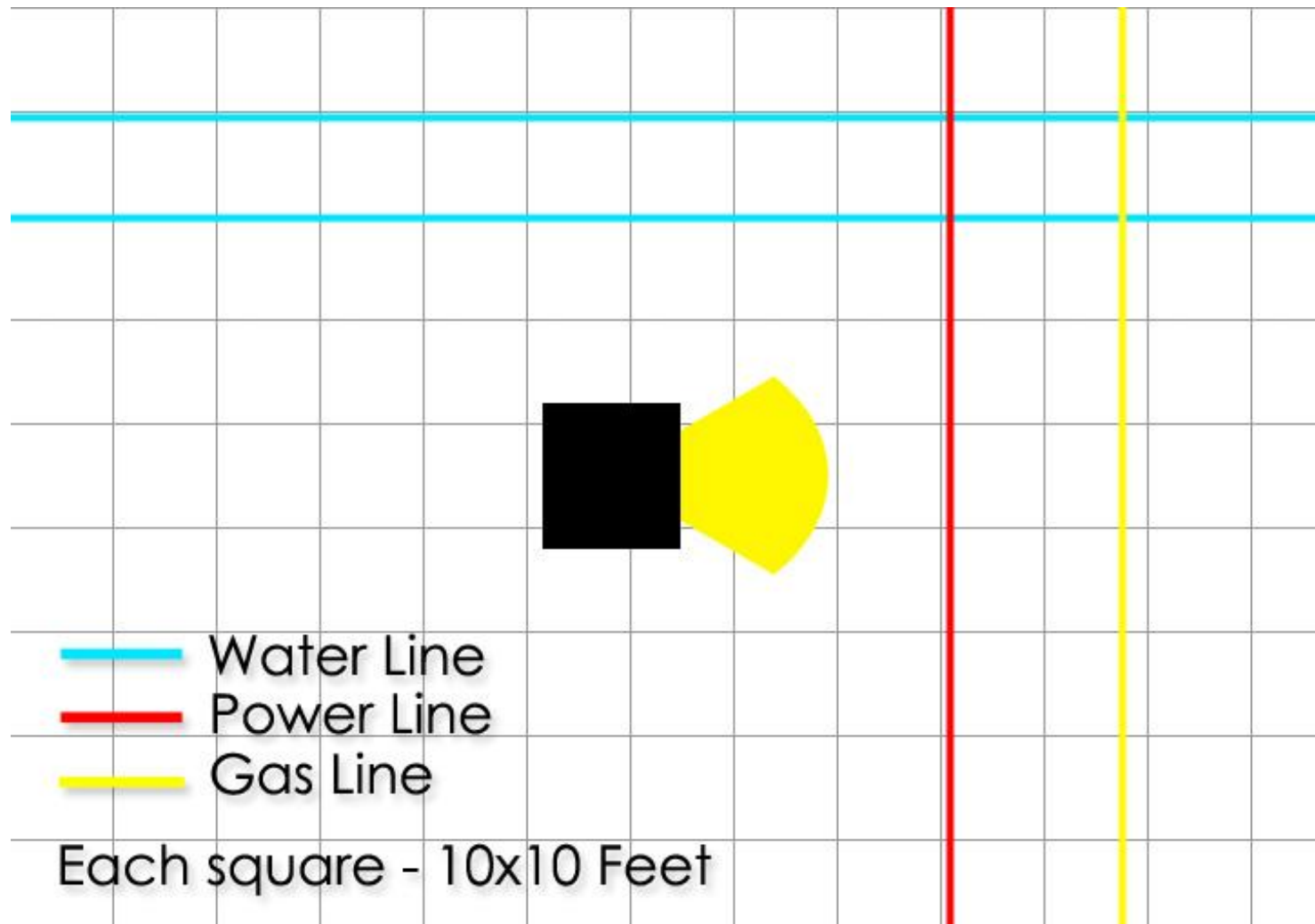


# Technology Sub-Team

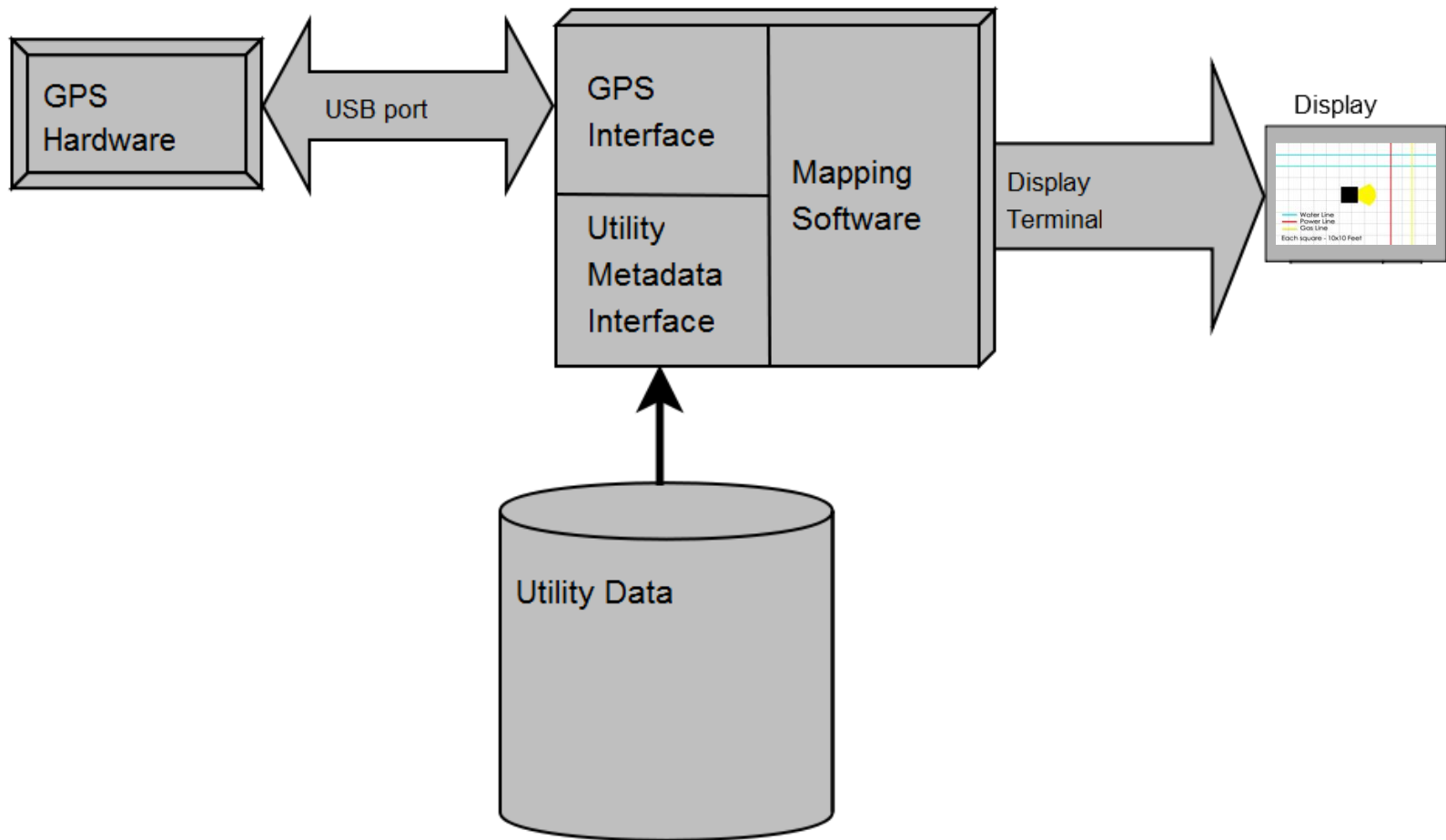
Sub-Team Leader: Richard Hanley

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# Graphical Map

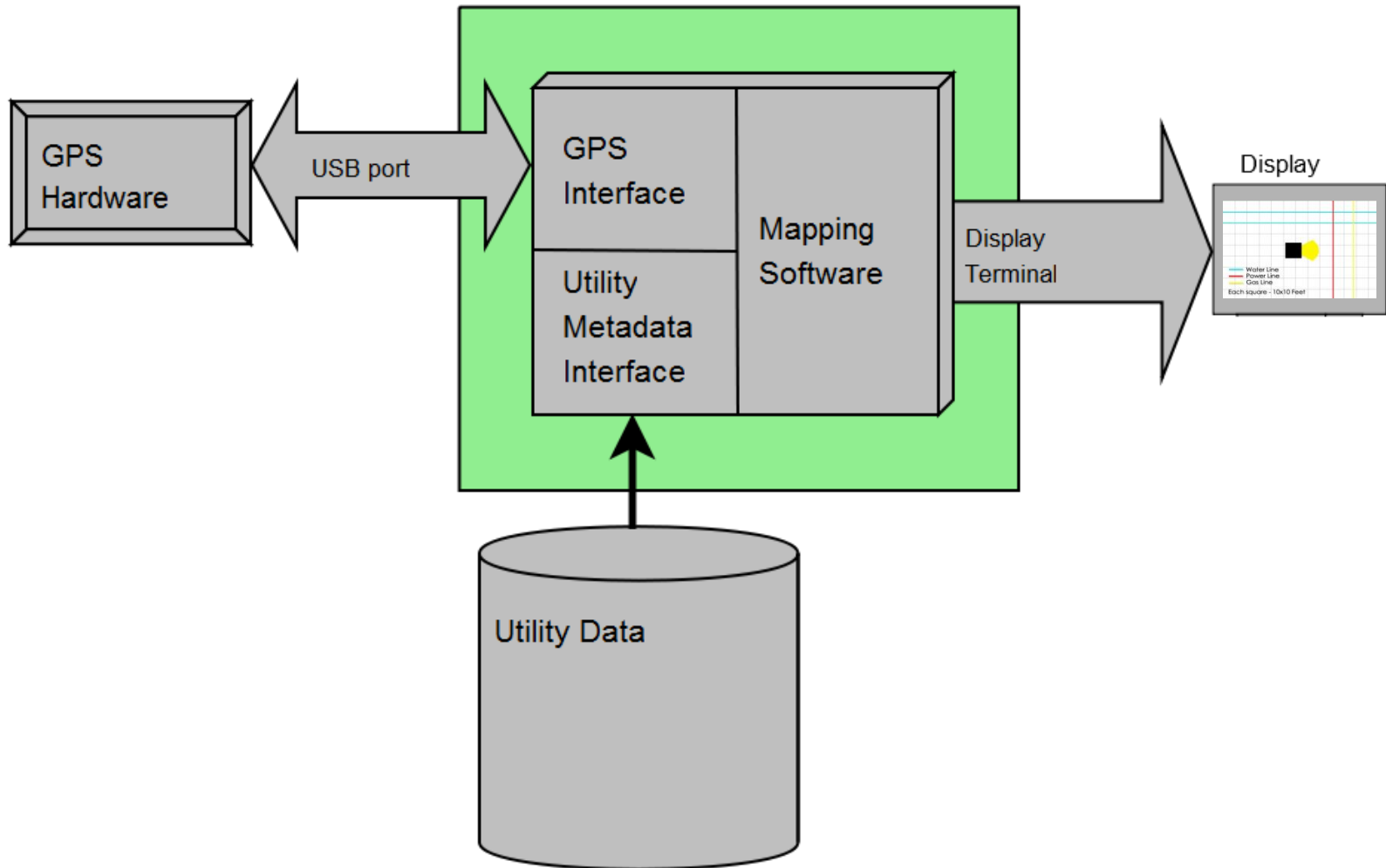


# Product

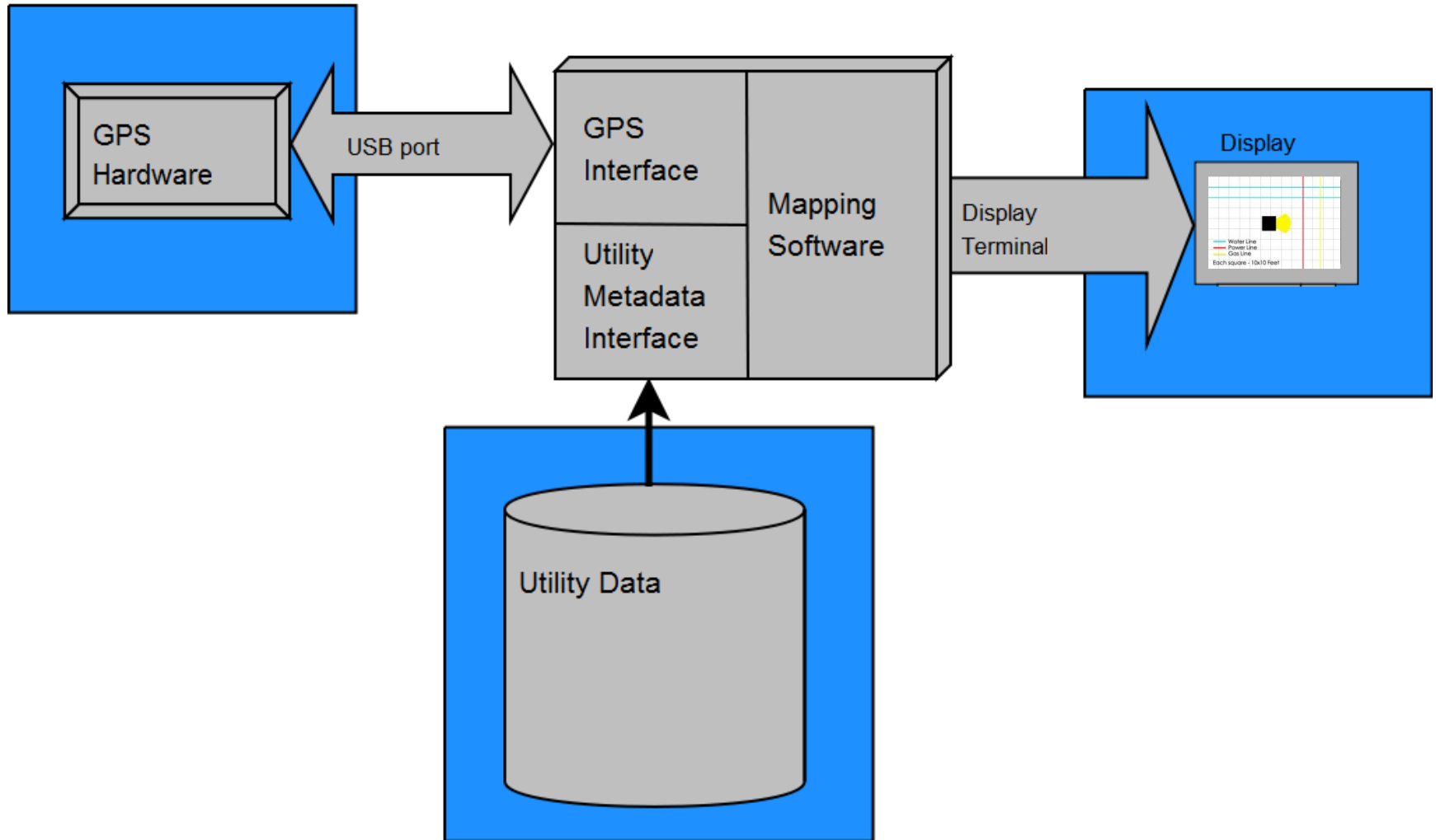




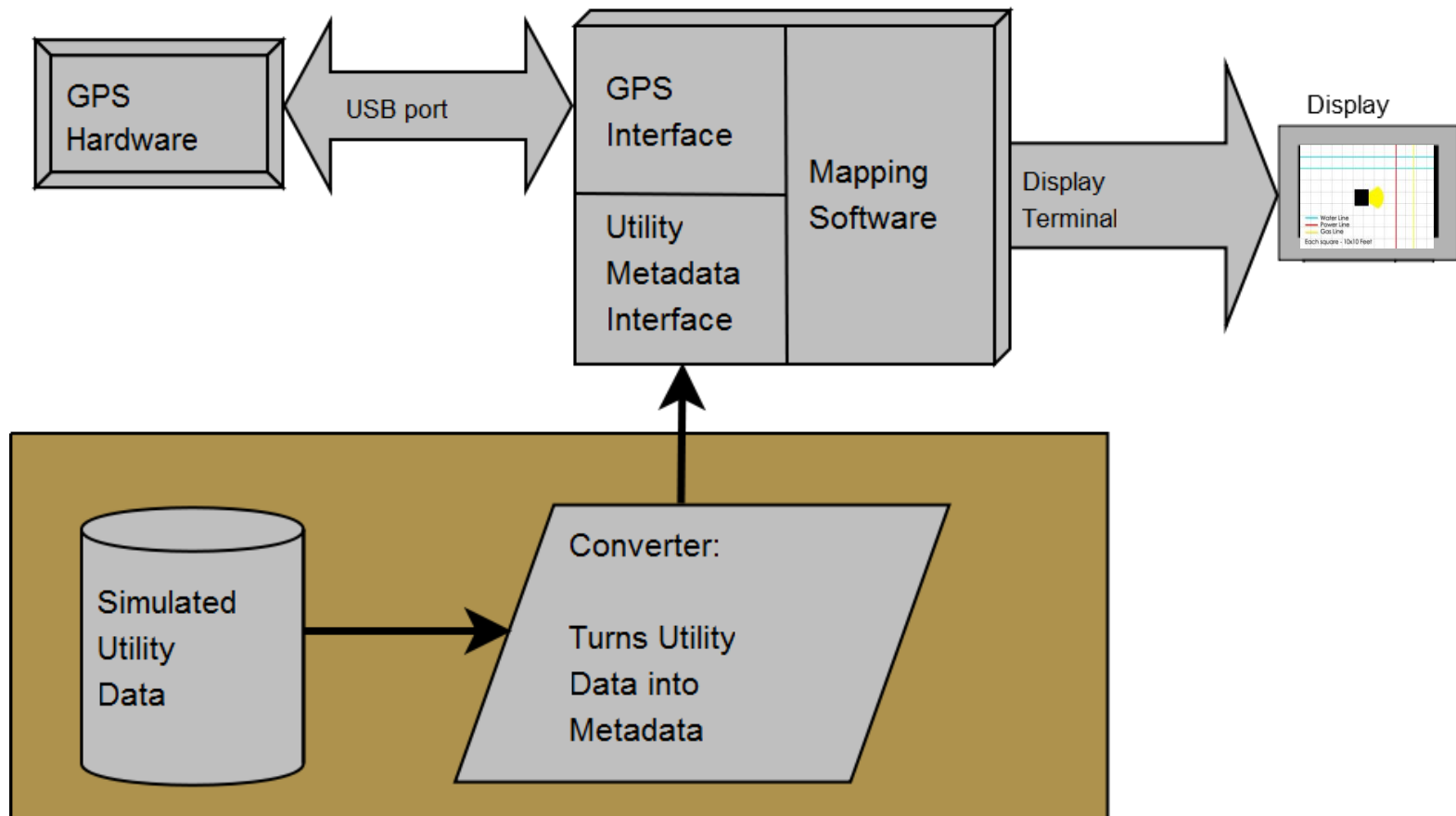
# Scope



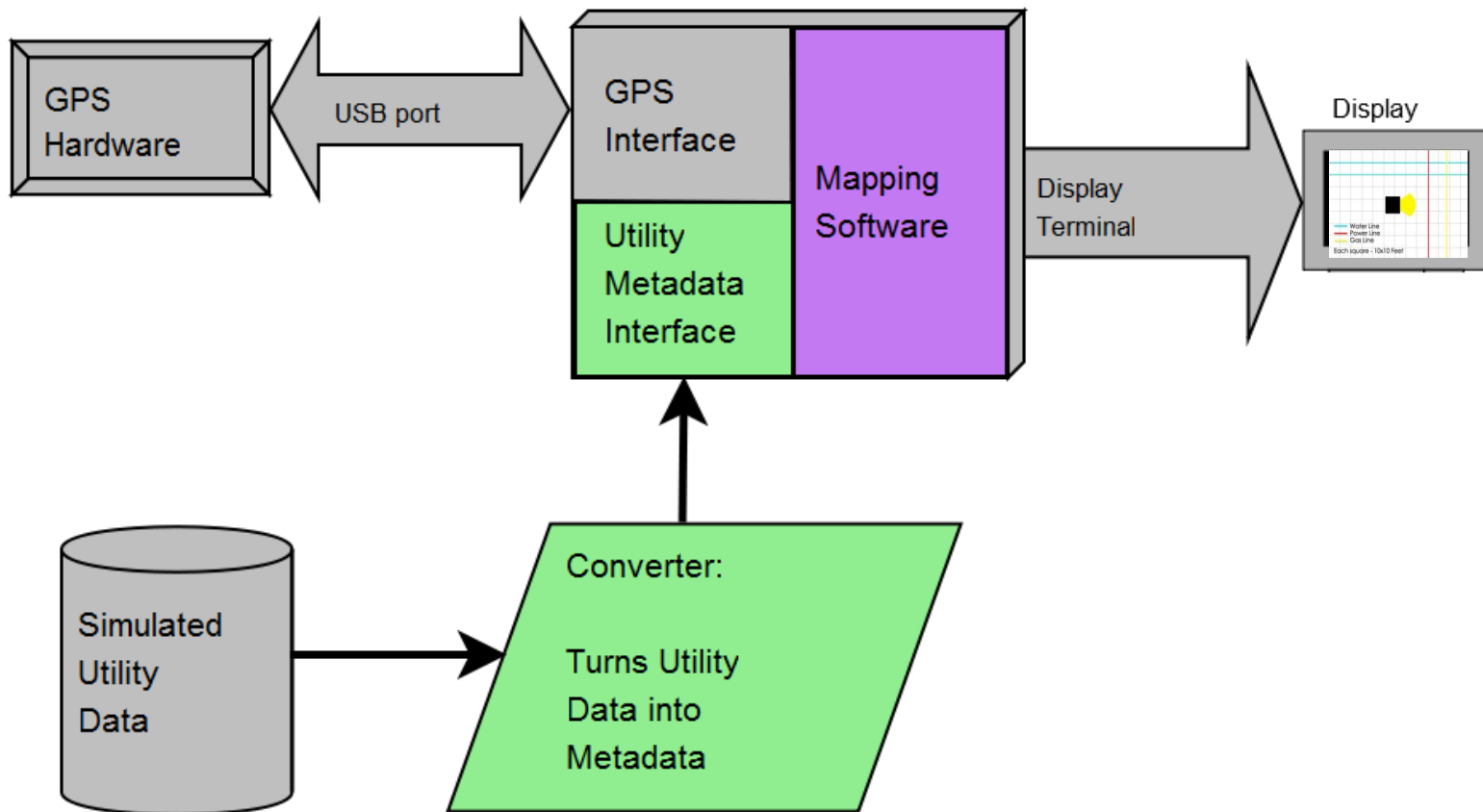
# Beyond Scope



# Test Environment



# Status



# Risks / Issues

- Scope
  - Limited manpower and time
  - Jack of all trades, master of none
- GPS Hardware
  - Industry grade equipment is expensive
  - Protocols and accuracies are quite varied

# Business Sub-Team

Sub-Team Leader: Julia Rybakova

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# Achievements

- Marketing
  - Target Customers
  - Value Proposition / Benefit Analysis
  - Product Features & Benefits
- Financial
  - Breakeven Analysis / Projected Cash Flows
  - Sales Forecast
  - Start-Up Expenses

# In Progress

- Competitive Analysis
- Profit and Loss Projection
- Economic Outlook for Industry
- SWOT Analysis
- Market Research



# Goals

- Return on Investment (ROI)
- Product Placement
  - Will eventually be part of Competitive Analysis
- Distribution Channels
- Promotion and Promotional Budget
- Conclusion
- Executive Summary

# Sponsorship Sub-Team

Sub-Team Leader: Bogdan Bistriceanu

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# Goals

- End Goals
  - Obtain a sponsor or collaborator
  - Acquire funding
- Incremental Goals
  - Complete initial contacts
  - Conduct meetings

# Achievements

- Scheduled a meeting with a VP at Navteq
- Initiated contact over 24 companies
- Created a sponsor presentation
- Presented at  
Rice Campus  
Engineers Week



# Risks / Issues

- Risks
  - No sponsor interest
  - No sponsor obtained
- Issues
  - Current state of the economy
  - Competitors with similar products

# Conclusion

Project Team Leader: Chuck Sticha

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# Goals

- Prototype
- Business Plan
- Sponsor or Collaborator
- Win

# Strategy

- Effective Management
- Sub-Team Accountability
- Goal Oriented



# Questions

