

Boni

Making physical venues easily accessible
for everyone



LOUD STEPS is an assistive technology for visually impaired and hard hearing people living in urban spaces.

It provides a free mobile application for iPhone and Android.

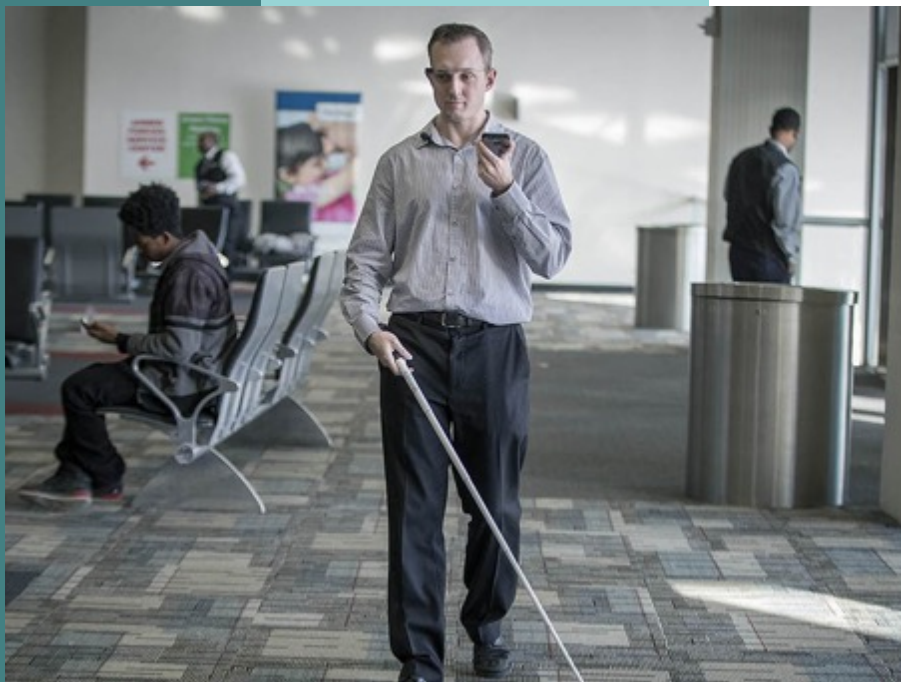


**LOUD::
STEPS**

This is how we see the world



This is how the visually impaired people see the world



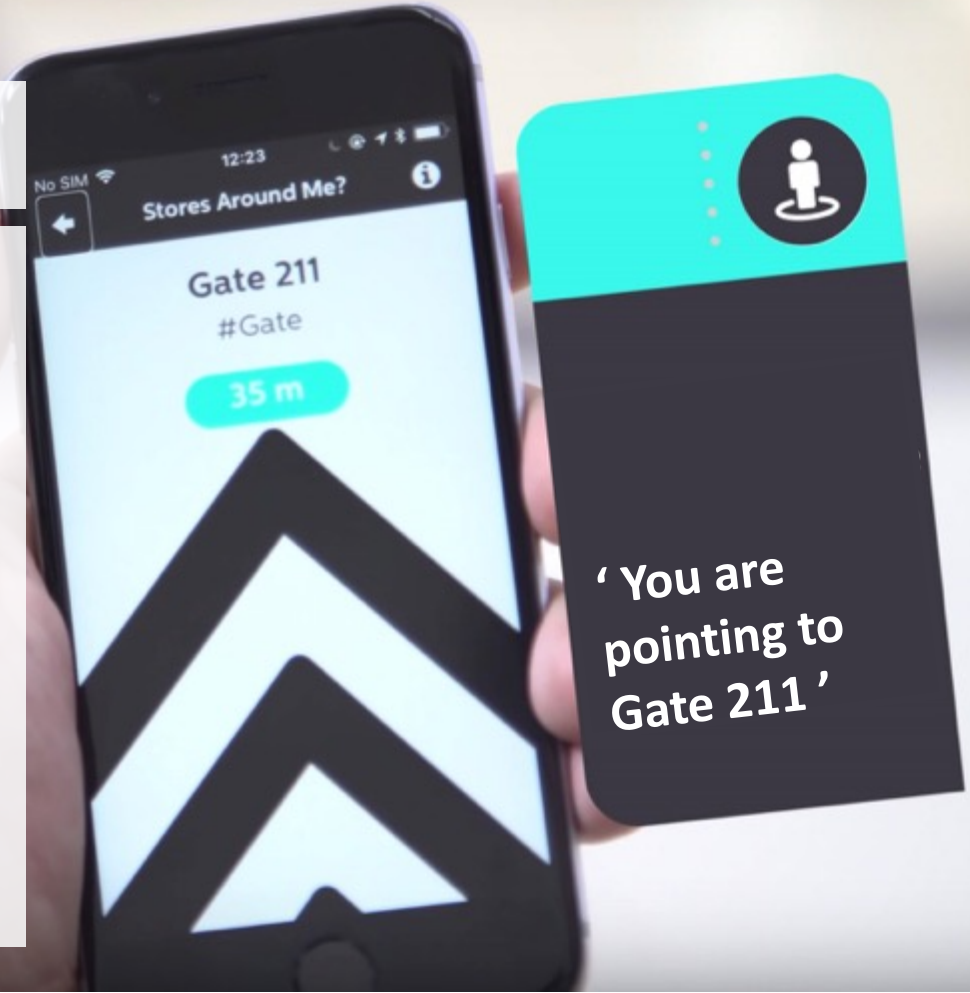
With **Loud Steps**, we
give independence and autonomy
to visually impaired people.

FUNCTION 1

Discovering Nearby Places

LOUD STEPS provides necessary information, regarding the position of a blind person.

- Directional and location based descriptive information help visually impaired person to visualize the environment they are in
- Contextual, custom information regarding to user, position and the place

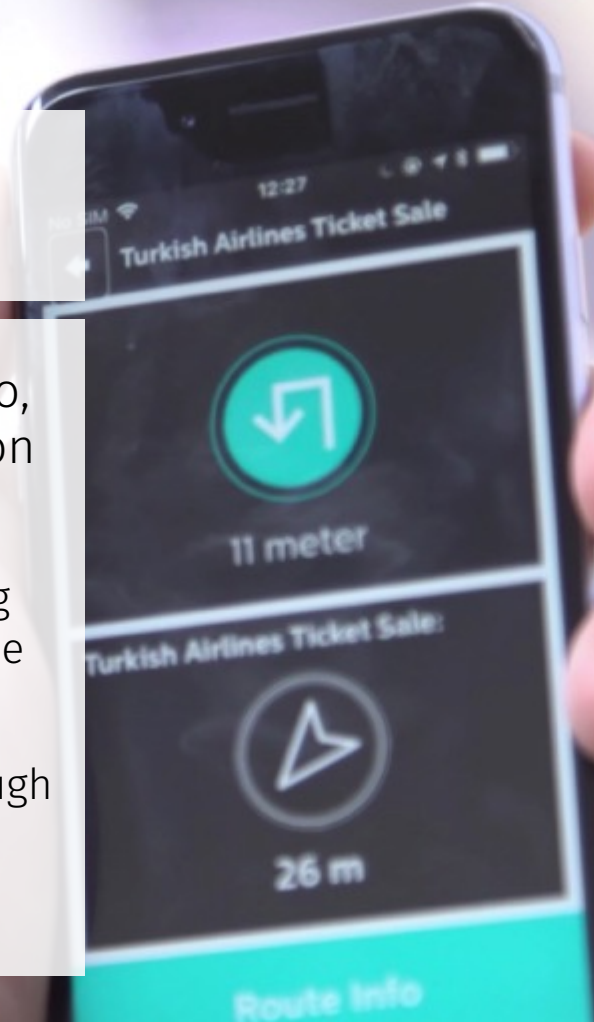


FUNCTION 2

Wayfinding Towards Destination

Assistive information on the go, to help to reach the destination without help.

- Birds Eye View navigating using environmental data and precise location based information.
- Step by Step information through check-points with turn by turn commands.



**‘ Take a U turn
and walk 11
meters.**

Destination is at 7
o’clock and 26 meters
away ‘

world's most widely used navigation for disabled



100 projects
50.000 users
1.000.000 usage

Current Venues



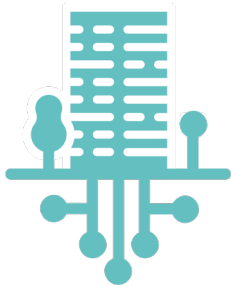
Airports



Municipalities



Universities



Office Buildings



Hotels



Shopping Malls

Partner Associations

- United States of America



- United Kingdom



- Australia



- Germany

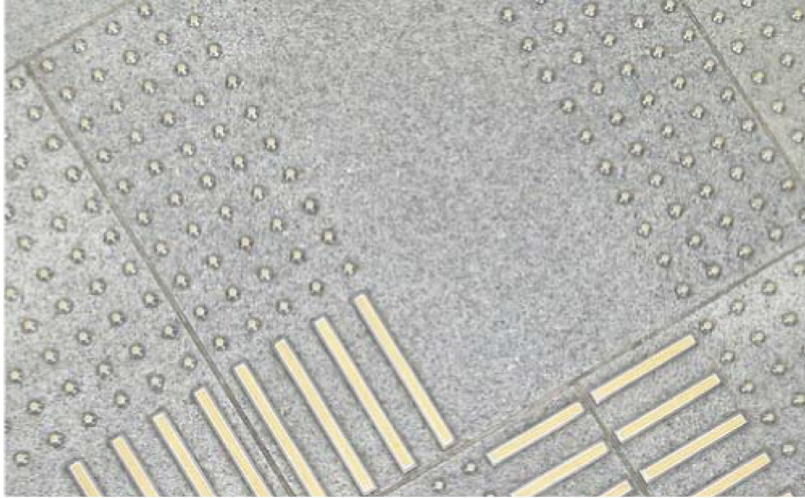


- Turkey



- United Arab Emirates





Global Recognition

2015



2016



2017



2018



Case Studies

1. Turk Telekom Sponsorship
2. Istanbul New Airport
3. Airbus BizLab
4. New York City – DOT
5. Smart Urban Pioneers



01.

Türk Telekom Sponsorship

Türk Telekom is sponsoring Loud Steps (under 'Sesli Adımlar' brand) for 4 years.

- Public Relations & Communications
- Consumer Sales and Decreasing Churn
- Corporate Business Development



02.

Istanbul New Airport

Istanbul New Airport, which is the world's largest airport design, installation and integration project, elected Boni for its mobile platform needs.

- A **Mobile Accessibility Application** with IGA.
- IGA is the biggest project that we have worked with all the working products and services.



03.

New York City - DOT

Negative consequences from lack of traffic information for Blind and Visually Impaired (BVI) pedestrians.

- Frustration and time loss
- Embarrassment of being “lost”
- Disincentive to travel
- Disincentive to apply for jobs, access services etc.

Give BVI pedestrians usable information about city street infrastructure.



04.

Smart Urban Pioneers

Smart is a brand which aims to create innovative mobility concept.

At Start-Up Idea Contest 2017, Boni is awarded with a support program as the winner.



05.

Airbus BizLab

An adaptive technology is developed for an independent flight experience. Airbus BizLab selected us to accelerate this ideation.

- A 6-month-period road map has begun.
- Boni and Airbus BizLab will arrange a commercial pilot.



Accessibility in Germany



According to
the German Federation
of Blind and Visually Impaired
People;

- 145,000 blind people
 - 500,000 partially sighted people in Germany



Thank You!

www.boniglobal.com | www.loudsteps.com