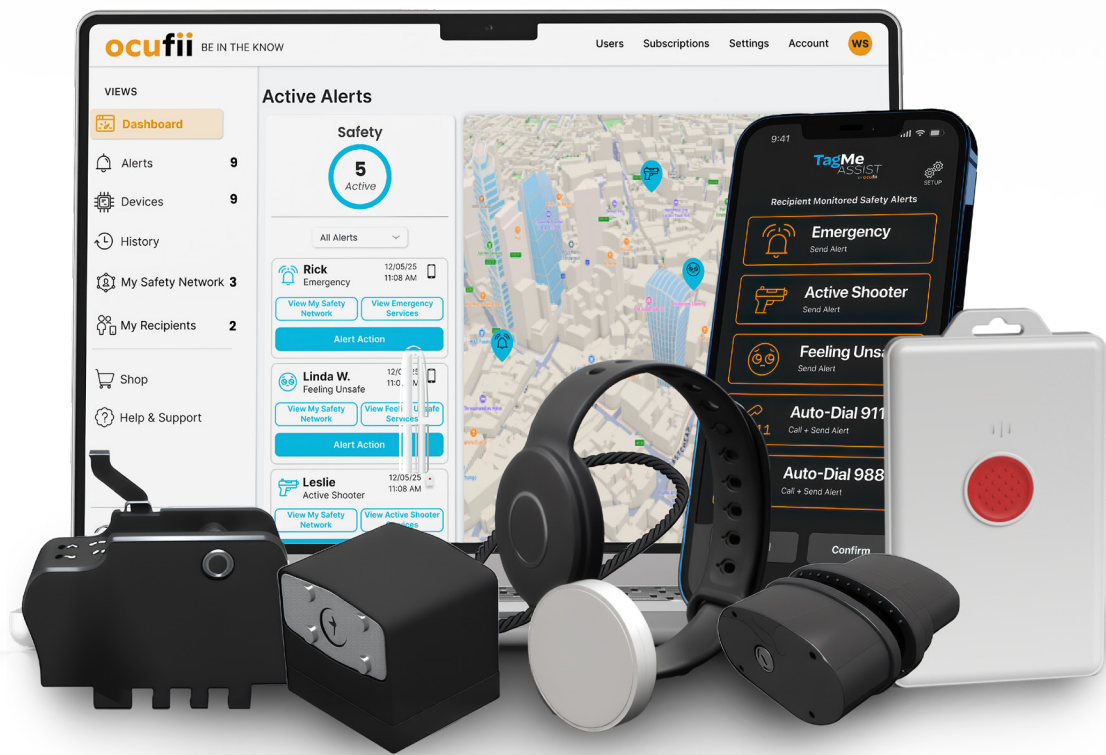


From Products to Connected Experiences

Helping OEMs build connected brands that drive engagement and recurring revenue



For OEMs ready to evolve beyond one-time product sales



PERSONAL
SAFETY & SECURITY
MADE SIMPLE

The Hardware Market Is Changing

Four forces reshaping hardware manufacturers growth

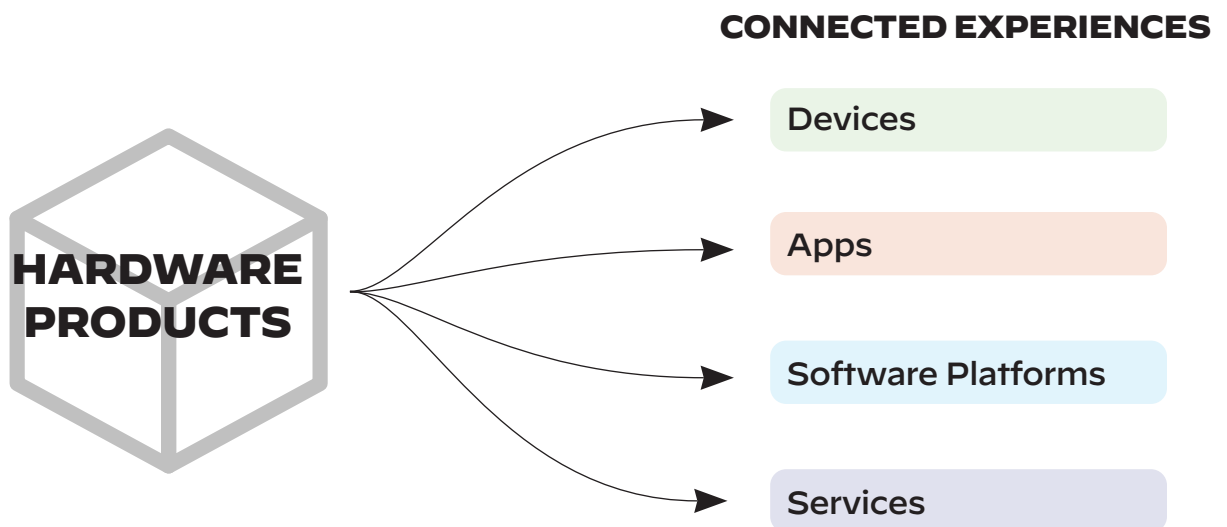
Hardware margins are shrinking

Differentiation is getting harder

Customers expect connected experiences

Recurring revenue is hard to build alone

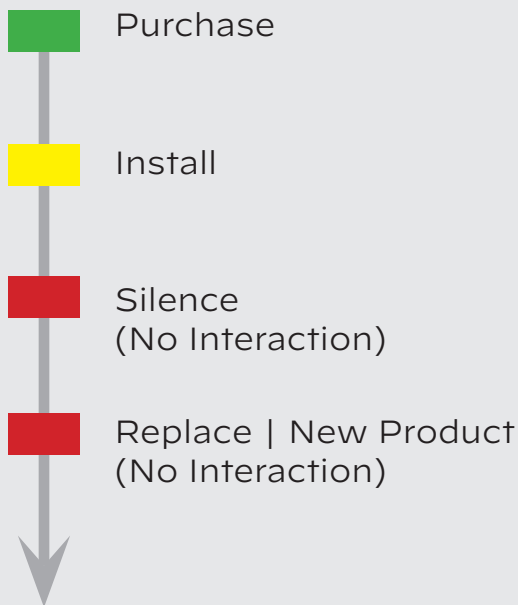
Hardware-only products are becoming commodities—meeting today's customer expectations requires a shift to connected experiences.



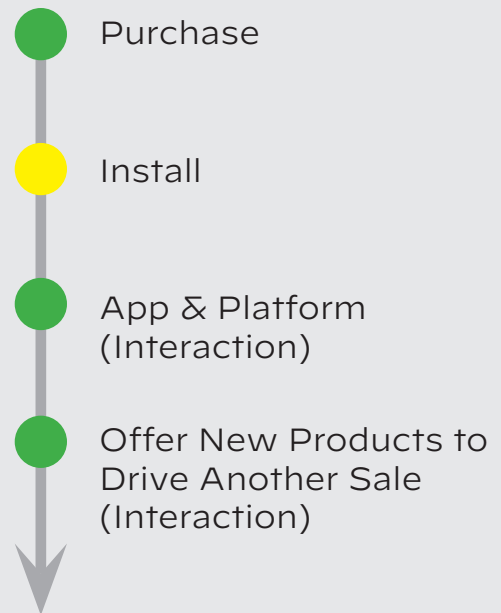
The Risk Isn't Technology—It's Relevance

- » Products are purchased once
- » Brands disappear after the sale
- » Re-engagement depends on costly marketing
- » Customer loyalty is fragile

Typical Non-Connected Product Lifecycle Interaction



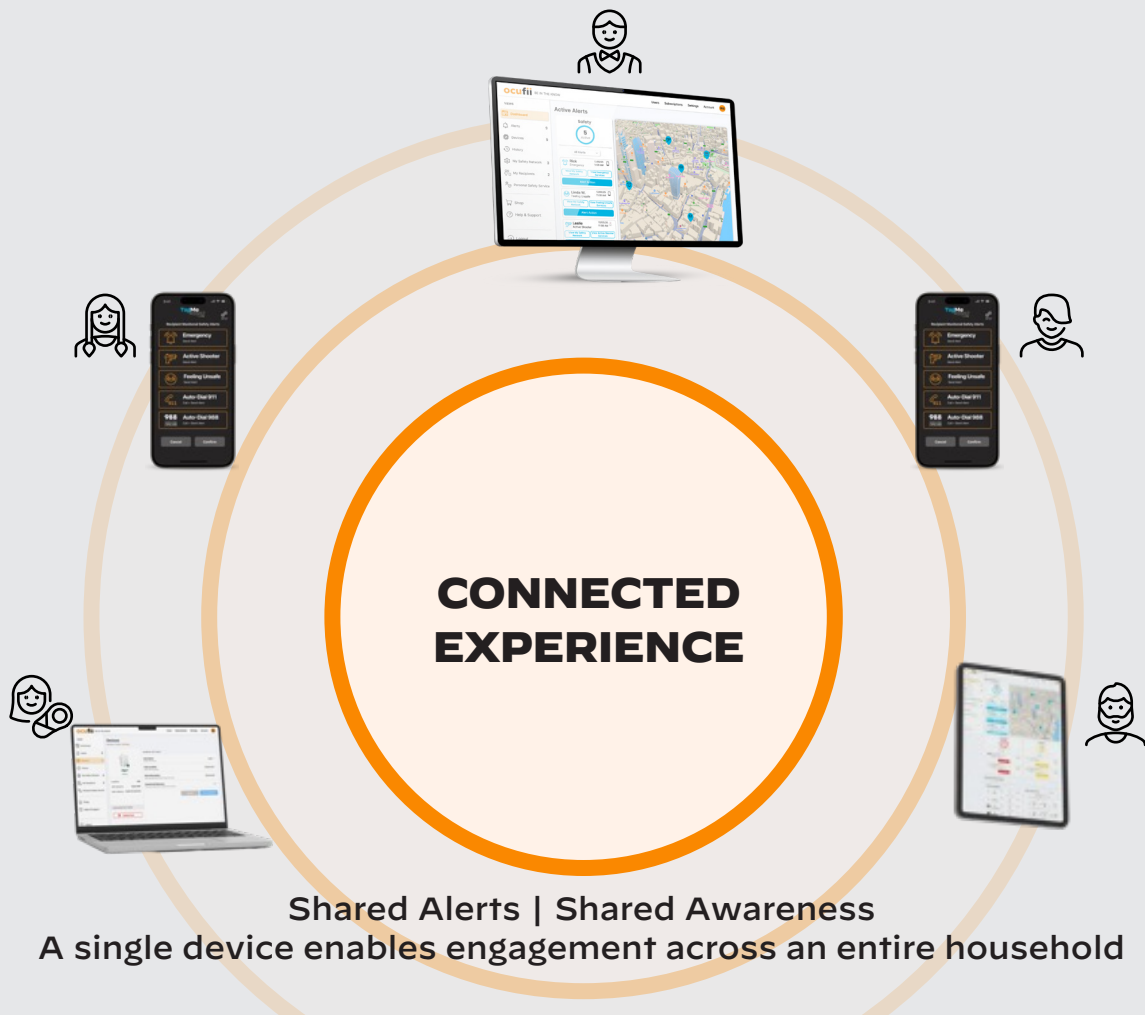
Typical Connected Product Lifecycle Interaction



Brands that win are the ones that stay present in customer's daily life. This is the shift we've built OcuFii to support.

From One Buyer to the Entire Family

- » Most manufacturers engage only the individual buyer
- » Safety, security, and peace of mind involves the whole household
- » Shared, connected experiences create stronger relationships



Connected experiences turn a single purchase into a lasting family-level relationship.

OcuFii Is a Growth Partner—Not Just Technology

We enable differentiation, engagement, and recurring revenue

Grow Beyond Hardware

Enable services and subscriptions
Increase customer lifetime value

Connect Products

Connect existing and future devices
Avoid rebuilding hardware & infrastructure

Engage Daily

Branded apps, alerts, & experiences
Extend engagement beyond the buyer to the family

UNIFIED EXPERIENCE STACK



Devices

Apps

CORE Platform

Family Engagement

What OcuFii Delivers for OEM Partners

A turnkey foundation for building connected, branded experiences—without becoming a software company

A Clear, Practical Partnership

OcuFii enables hardware manufacturers to move beyond one-time product sales and deliver connected experiences that drive engagement, differentiation, and recurring revenue—all under your brand.

We handle the complexity so that you can focus on what you do best: Designing and selling great products.



Ready-to-Market Software & Devices

Leverage OcuFii's proven platform and compatible devices—under your brand—to get to market quickly with minimal upfront investment.



Connected Experience Platform

Alerts, engagement, and services in one unified platform.



White-Labeled Mobile Apps

Branded iOS and Android apps under your brand.



Support for Existing & Future Devices

Seamlessly connect current and upcoming products.



Subscription-Ready Infrastructure

Built for recurring revenue and subscription models.



Family & Household Engagement

Share access and awareness for the entire household.

Accelerate time-to-market without the cost, risk, or complexity of building it yourself.

One ecosystem.

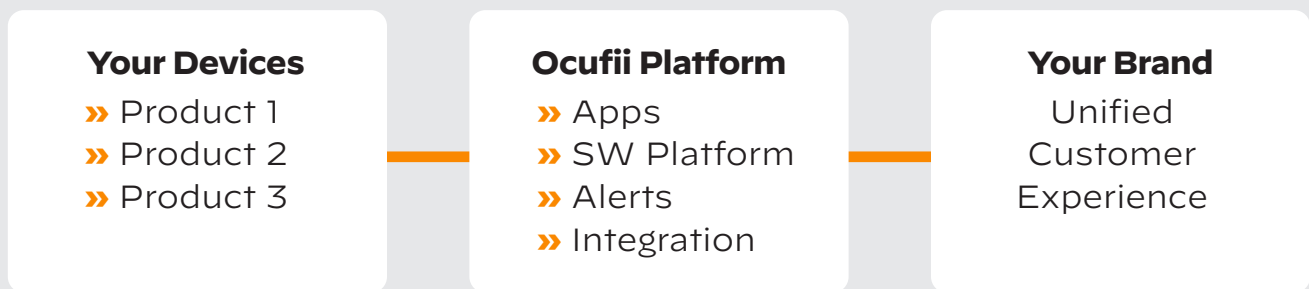
One branded experience.

An ongoing relationship—**not a single transaction.**

OcuFii handles the platform. **You own the customer experience.**

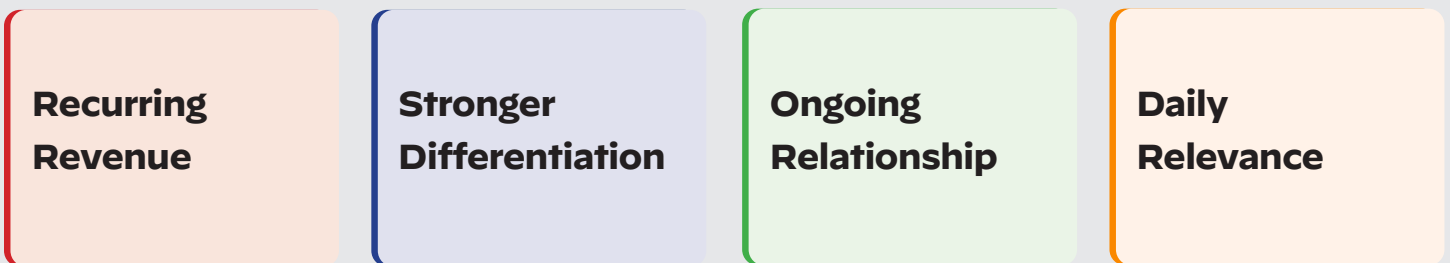
Your Brand. Your Devices. One Ecosystem.

- » Leverage OcuFii solution as-is under your brand
- » Integrate your own devices into the ecosystem
- » Deliver one unified, branded experience



**OcuFii adapts to your strategy,
not the other way around.**

The Result



**The future belongs to manufacturers who
build experiences, not just products.**

Explore partnership opportunities • Let's discuss your connected strategy



ocufii

PERSONAL
SAFETY & SECURITY
MADE SIMPLE

Build Experiences. Not Just Products.

A connected platform for OEMs ready to move
beyond one-time hardware sales.

Powered by OcuFii

Explore partnership opportunities
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