

Deja View Camwear Model 100

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ABSTRACT

Deja View Camwear Model 100 is the first in a family of wearable camcorders designed to free the user from being shackled to his viewfinder. The Model 100 is designed to ensure that the user never misses that important tidbit. While the initial use is for active lifestyles, we are exploring its use in Security, Military, Training, Automotive and sundry other vertical markets.

Categories and Subject Descriptors

B.4.2 [Input/Output and Data Communications]: Input/Output Devices

H.3.0 [Information Storage and Retrieval]: General

General Terms: Design, Human Factors

Keywords

Camcorder, After-the-fact, wearable, hip pack, clip-on, microphone, lens, SD, flash, memory, ARM, MPEG-4, 1/4" PEL.

1. INTRODUCTION

Deja View, Inc. was founded in September 2002 to offer a wearable camcorder to the consumer electronics market that would solve the age-old dilemma of most amateur photographers who utter the words: "I missed that shot". After nearly two years of research, product design and development, the first Camwear mini-camcorders were scheduled for shipping to retailers in the Fall of 2004.

2. Product Idea

The camera is the brainchild of Sid Reich, Deja View's founder, whose background is in math and in statistics, and has a background which includes writing operating systems. Mr. Reich saw the potential for an always-on camera to prevent users from missing precious footage. He admired Replay TV, or Tivo, which lets users pause and rewind live television. He was further inspired when, while golfing with friends, a squirrel jumped into their parked golf cart. Reich watched from a distance as the squirrel ripped open a bag of bagels, pulled one out and ran to a tree to enjoy it. He said at the time that he wished he could have shown his friends a video instead of just telling them about the squirrel episode.

3. Product Technology

The first Deja View product, called Camwear Model 100, combines the memory of digital cameras, video stream

management of DVR's and optics of digital camcorders. The device uses a chip developed by Divio (now ESS), a semiconductor company in Sunnyvale California and the NAND Flash SD™ Memory Cards from Toshiba America Electronic Components, Inc. (TEAC). The "engine" for the device is a RISC processor from NeoMagic which is coupled to proprietary firmware.

4. Product Description

The Camwear Model 100 is the world's first wearable mini-camcorder that solves the dreaded problem faced by many amateur photographers/cinematographers each day: "I Missed that Shot!!!"

It does that by allowing the user to press the "record" button AFTER an event has occurred to capture and save up to the 30 seconds of the action that otherwise would be gone forever. The tiny camera/microphone with clip is less than an inch long and smaller than a nickel for easy attachment to eyeglasses or the bill of a hat. It is tethered by a thin wire to a PDA-sized remote unit, or "hip pack" that clips to a belt or waistband, or fits in a pant or coat pocket or handbag.

To operate the Camwear Model 100, users turn on the power and just watch the action as it occurs in front of them. The camcorder's always-on scanning feature feeds a continuous video stream into the control unit. Although users may not have been ready for the action that had just taken place, they can still capture up to 30 seconds of the previous action by hitting the "record" button after-the-fact! Normally, to obtain action footage with a standard handheld video camcorder, the user must anticipate what might happen by keeping the device aimed and ready – before, during and after the event occurs. The Camwear Model 100 eliminated the need to "view the world through a viewfinder." It is completely hands-free.

Key features of the Camwear 100 include:

- Video quality at CIF (320x240) at 30 frames per second
- From 64MB to 1GB memory storage
- Memory-low warning light
- ArcSoft ShowBiz 2 software for editing audio/video clips on a PC and authoring DVD's, VCD's and single frame prints.
- Download clips to PC via USB 1.1 or 2.0 (cable included)
- 110v charger and rechargeable lithium ion battery with a minimum 4 hour operating capacity.
- Direct output to TV, VCRs or DVD burner via RCA jacks
- File viewing with ArcSoft ShowBiz 2 software or Windows Media Player

5. Product Audience

The Camwear 100 with its "after-the-fact" technology is ideally suited to a variety of applications, including recreation and leisure, travel and tourism, business, education, government, military, law enforcement, medical research and many others where it is important to keep visual documentation of activity. Aimed primarily at the consumer, the product's typical usage would be by parents attempting to capture the precious moments of their son or daughter at such milestone events as school promotions and graduations, Little League or other sports action, weddings, etc.

6. Pricing

The Camwear Model 100 is priced at \$399.99 MSRP

7. Distribution

The Camwear 100 will be available through the Deja View website at www.mydejaview.com , and through a network of consumer electronics chain stores, camera stores and major online resellers.

