Cyndr Press Kit

TYLER SHEFFIELD

Tyler Sheffield is the lead software developer at Cyndr. He is an embedded system and firmware specialist with a master's degree in electrical engineering, and has been bringing cool contraptions to life in the aerospace and defense industry for a decade. When he can find the time, he loves fixing four wheeled things, flying winged things, and exploring strange new places he's never been.

JONATHAN FRITCH

Jonathan Fritch is Cyndr's resident rocket scientist and also the lead system and design engineer. In addition to spending time perfecting applications for motion sensing technology, Jonathan is a master of GPS navigation systems, mechanical CAD, and low Reynolds Number aerodynamics. He also writes requirements for compliance with aerospace technology performance standards. When he's not designing avionics, aircraft systems, and wind turbines, he's traveling the world and is an avid gamer.

AVI STEINER

Avi Steiner is a multi-national software whiz and MBA, educated at the Technion, Israel Institute of Technology, with additional business training at Fudan University in Shanghai. He has a very active startle reflex and is looking forward to full functionality of Sentry and other Cyndr products to prevent future heart attacks, as he would prefer not to meet his demise at the hands of his wife in a darkened room during a game of Fallout 4. Avi has previously led software R&D projects in the telecommunications and avionics industries. He has also developed a business model for his wife's medical consulting firm for hippie physicians. He recently completed reading all 912 pages of Henry Kissinger's Diplomacy (and recommends that you do not ask him about it). Since joining Cyndr, Avi has been responsible for due diligence on software and business opportunities, software development and integration, business development operations, and patent management.

KYLE ENGSTROM

Kyle Engstrom is the lead electron wrangler and firmware designer. He specializes in analog electronics and power systems and has two bachelor degrees in electrical engineering and geology. His life as a rock hound lasted all of six months before he found his true calling in engineering. Kyle has worked three years in the aerospace industry designing cutting edge avionics. He spends his free time 'keeping the rubber side down' on his mountain bike and butchering the English language in an attempt to becoming a writer.

MATT STRINGER

Matt Stringer is an analyst, developer and marketer working in the digital space since 2004. He's helping Cyndr share the Sentry with the world and connect the device with people it might benefit the most. In his spare time Matt obsessively studies comic book cinema, woefully attempts to improve his bowling average, and, as a parent, reluctantly watches unhealthy amounts of Mickey Mouse Clubhouse with his two otherwise awesome kids.

BUSINESS OBJECTIVES

Cyndr is a technology startup based in New Mexico with a distributed team focused on developing notification and alert devices to computer users. Cyndr's primary motivation is the development of a presence notification system for PC computers. This solution notificatifies users when a presence is detected. This invention is protected by a provisional patent.

MANAGEMENT TEAM

Cyndr has a diverse, multi-disciplinary team led by: Avi Steiner (Software engineer and MBA) and Jonathan Fritch (Aerospace Engineer) from California; Tyler Sheffield (Computer and embedded engineer), and Kyle Engstrom (Hardware Engineer) from New Mexico. In addition, Cyndr has cultivated a team of experienced marketing specialists from the Los Angeles Area.

PROBLEM DESCRIPTION

Computer users have limited ability to maintain awareness of their own surroundings, as computer screens are statically located on desks. With a maximum of 90-degree forward-facing visual field, computer users are unaware of any event that may take place behind them. Computer gamers and office workers may use headphones or virtual/augmented reality headsets that severely limit their abilities to be aware of people who want to approach them and/or speak with them, which renders their computer use a very immersive and environmentally detached experience. This problem is magnified when referring to people in the deaf community who have no other method of notification apart from visual or tactile means. This difficulty also becomes significant with the introduction of next generation virtual reality systems in which the user is cut off completely from the outside world.

THE CYNDR SOLUTION

No integrated off the shelf systems are readily available to the public at large. Cyndr has an integrated solution with a well-developed hardware platform, capable of detecting motion up to 15 feet away. With configurable settings which allow the user to configure the amount of time the presence must be within the detection cone, as well as the strength of the signal which must be registered for an alert to be issued, users can tailor their desired experience to their own working or home environment.

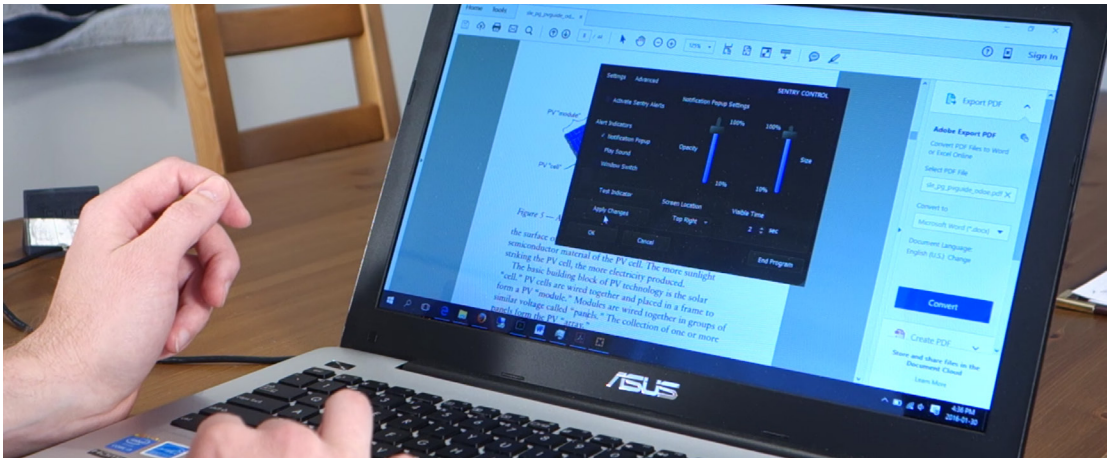
MARKET POTENTIAL

Cyndr plans to address several market niches including office space, gaming, the deaf community, and security. Cyndr's market research suggests an adoption rate as high as 30% of PC users between ages 25-35. Numbers are expected to rise as additional market niches and geographical markets are served. The Cyndr community outreach team is in contact with prominent members of the deaf community and are being met with high levels of excitement. In addition, the Cyndr team is working on making contact with influencers in the gaming communities as well.

COST BENEFIT AND SELLING PROPOSITION

At the current time, Cyndr's Sentry™ is the only product that provides an automatic solution. In addition, the Cyndr solution is not dependent on ambient conditions such as lighting. Cyndr's Sentry™ per-unit production costs are unknown but should be less than $30 per unit for quantities of 1,000 units or greater. Ongoing discussions with administrators in the deaf community, office workers, and video gamers present very positive feedback as to the success possibilities of this venture.

Demonstration Video: Cyndr, LLC



WATCH THE VIDEO PROTOTYPE

To see how Sentry works and the range of motion it can detect, we invite you to watch a brief video presentation of how the unit works.

Watch the Video: https://goo.gl/eqoEyP

Contact Information: Cyndr, LLC

PRESS CONTACT:

Thank you for your interest in Sentry by Cyndr. This gadget is a patent pending infrared motion sensor, and we know it will change the way office cubicles and game rooms will be enjoyed.

For information on Cyndr, the patent pending Sentry, or for quotes from our team, please contact the following indiviuals for information:

Matt Stringer at matt@cyndr.co