



Company Overview

Playtabase is a self-funded technology startup founded in 2012 to create “Fun and Meaningful Solutions to Reinvent Your World”. After CEO Muhammad Abdurrahman witnessed his father struggle after a debilitating stroke, he was inspired to invent Reemo™ to enable his father control of devices, appliances and electronics often described as the ‘Internet of Things’.

The company has developed multiple prototypes and is in the process of achieving engineering certification by a leading market player with a working prototype. Further engineering refinements are underway with an expected springboard effect from participation in the Microsoft Ventures Accelerator in Partnership with American Family Insurance and other key partners.

Playtabase expects to launch Reemo in the spring of 2015.

Founded

August 2012

Ownership

Private

Associates

22

Management

Muhammad Abdurrahman, PhD, CEO

Ahmed Daoud, CTO

Alex Baker, COO

Kaila Eckers, CDO

Ryan Manteufel, CFO

John Valiton, CRO

Advisory Board includes former Pres. of Health Sense Alliance

Partnerships

Microsoft

Icontrol

OpenHome Labs

AARP

American Family

Relationships

Panasonic

Assisted Living Association

Care Providers of Minnesota

Aging Services of Minnesota

MNUBO - www.mnubo.com

Wurth Electronics

ST Microelectronics

MPS

Icontrol / OpenHome Labs

Key Recent Activity

June 2014 - Beta test - Lutheran Homes

April 2014 - Beta test - Ohio Masonic Homes

July 2014 - Acceptance into the Microsoft Ventures Accelerator Program - www.microsoftventures.com/accelerators/seattle

Coverage

The Guardian

Gadget Gestures

Wired.co.uk

CNET

Gizmodo

Fast Company

EE Times

Reemo™ is a wearable, wrist-worn device that enables the use of gestures to control other devices. The product requires no programming, and is 'out-of-the-box' compatible with thousands of devices and over 2 million installed systems using the OpenHome Automation Standard. The Reemo™ system includes the Reemo™ wristband, a hub, and receivers that work with common devices found in the home, office and other environments.



Market Segment

Technology to assist aging adults

Reemo is an assistive technology that helps elderly with daily activities enabling them with greater independence as they age. It also has a similar potential in senior/elder-care facilities ranging from independent senior living facilities all the way to skilled nursing settings.

Background Source

Technology for Aging in Place, 2014 Market Overview. Authored by Laurie M. Orlov
www.ageinplacetech.com/2009TechMktOverview

Summary

"In January 2014, the assistive adult technologies market totaled \$2 billion. Thanks to the large number of aging baby boomers, the report projects that the market will grow rapidly to \$30 billion by 2017 with more than 70 million potential users in this segment."

Distinctions

Microsoft Ventures Accelerator, Seattle - 2014
International AgePower Tech Search - 2014
Finalist in the Minnesota Cup - 2013
Invited sponsor O'Reilly Solid Conference - 2014
Invited to SPARK startup competition and host an exhibition stand at the inaugural Collision conference in Las Vegas - 2014

Market Segment

Home automation and security

Simplifying the home automation experience is a key priority to increase adoption rates in the consumer market. Reemo's demonstrated ability to unify interaction with devices across OEMs increases its value to these solutions.

Background Source

Home Automation Market (Lighting, Safety and Security, Entertainment, HVAC, Energy Management) — Global Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2013 — 2019

www.transparencymarketresearch.com/home-automation-market.html

Summary

"Global Home Automation Market to Reach USD 16.4 Billion by 2019. [Paraphrase] Key drivers are growing consumer preference for safety and security solutions as well as home energy management."

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