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UNIVERSITI  
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TECHNOLOGY ENTREPRENEURSHIP

AP 2438B

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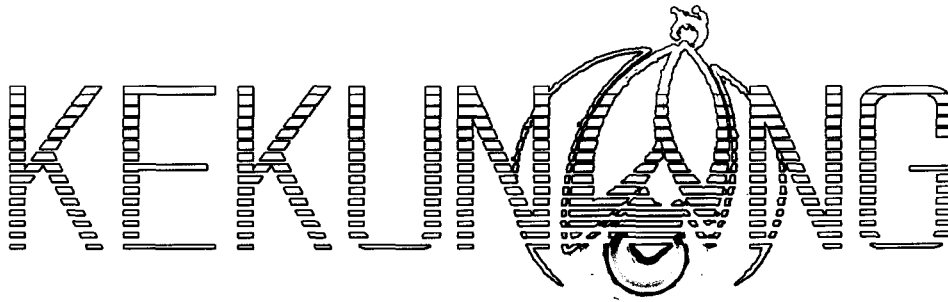
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**COMPANY'S LOGO****CHAPTER 1****1.0 PRODUCT DESCRIPTION****1.1 Introduction**

Iluca is an action camera that combines the function of a camera and a projector in one product. It is practical for travellers, extreme sports enthusiasts, designers, educators and students for indoor and outdoor activities as this product offers the solution of disability to present on-the-go and the function of projecting VR videos and images.

## **1.2 Background study**

Nowadays, a more portable, compact, and multifunction device are in demand. Activities that enable users to simplify the capturing, editing and presenting photos, videos and virtual reality (VR) materials, all in one would be an interesting project and soon a reliable gadget. The team has come out with a product that is believed to be able to contribute to those demands that is Iluca. The existing of compact action cameras in the market nowadays simplifies the capturing of moments, but lacking in the function to properly present to the audience while on-the-go may disrupt those priceless moments.

## **1.3 Purpose of development**

- to simplify the capturing, editing and presenting virtual reality materials
- to make a compact, multifunction and on-the-go device
- to facilitate the sports enthusiasts, travellers, activists, designers, educators, students and all range of people to accomplish their task perfectly regardless of scarcity of time and places

## **1.4 Product Concept**

- For capturing photos and videos in one product
- For presenting and projecting media and VR to audience while travelling, site visiting, sports and extreme sports
- Durable, water-proof and handy device

## **1.5 Application**

- Sports and outdoor activities
- Site meetings
- Educational Purposes
- Vacation goers and Backpackers

### **1.5.1 Functions**

- Camera - to capture and record moments
- Laser Base Pico Projector - to project the pictures or videos