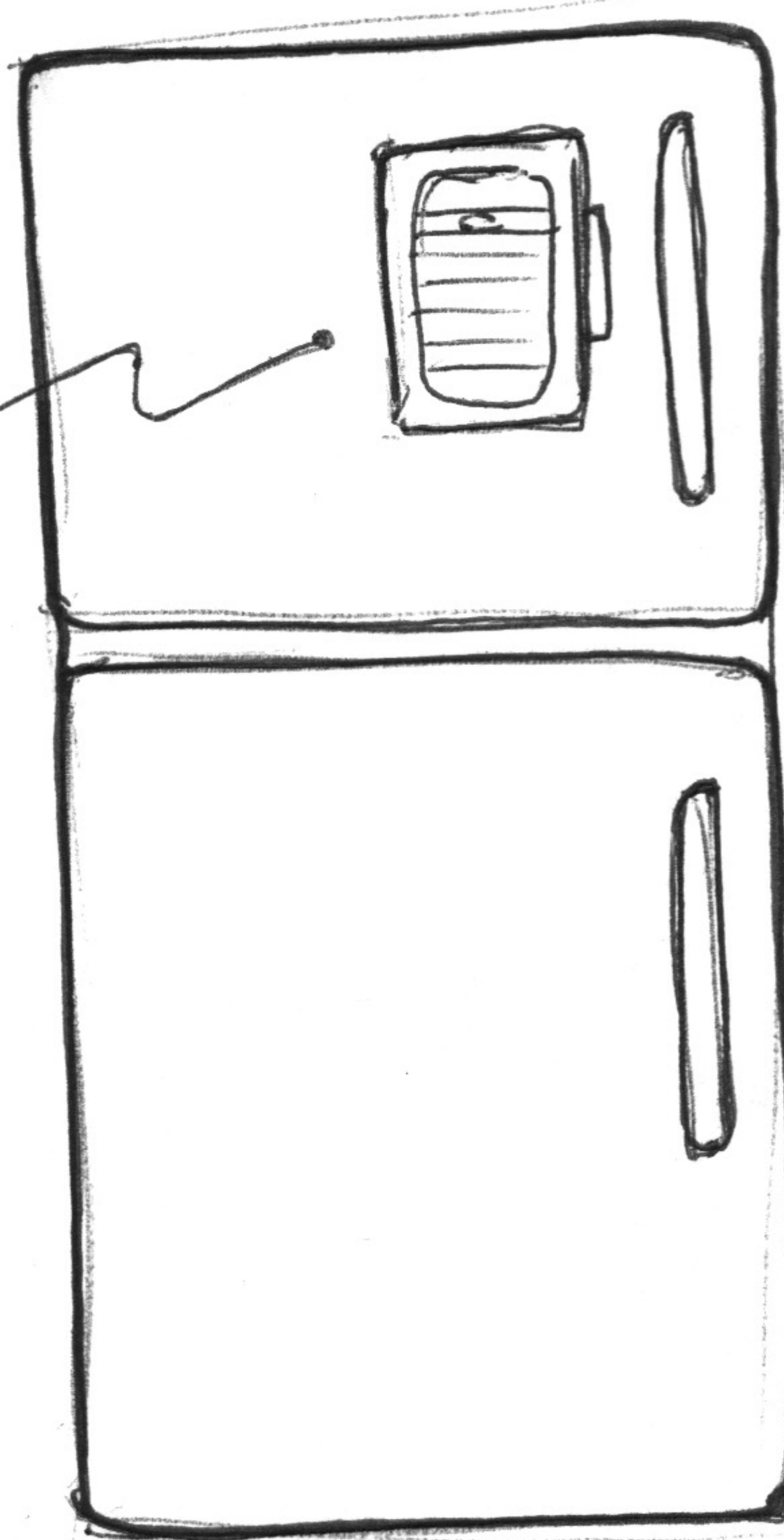
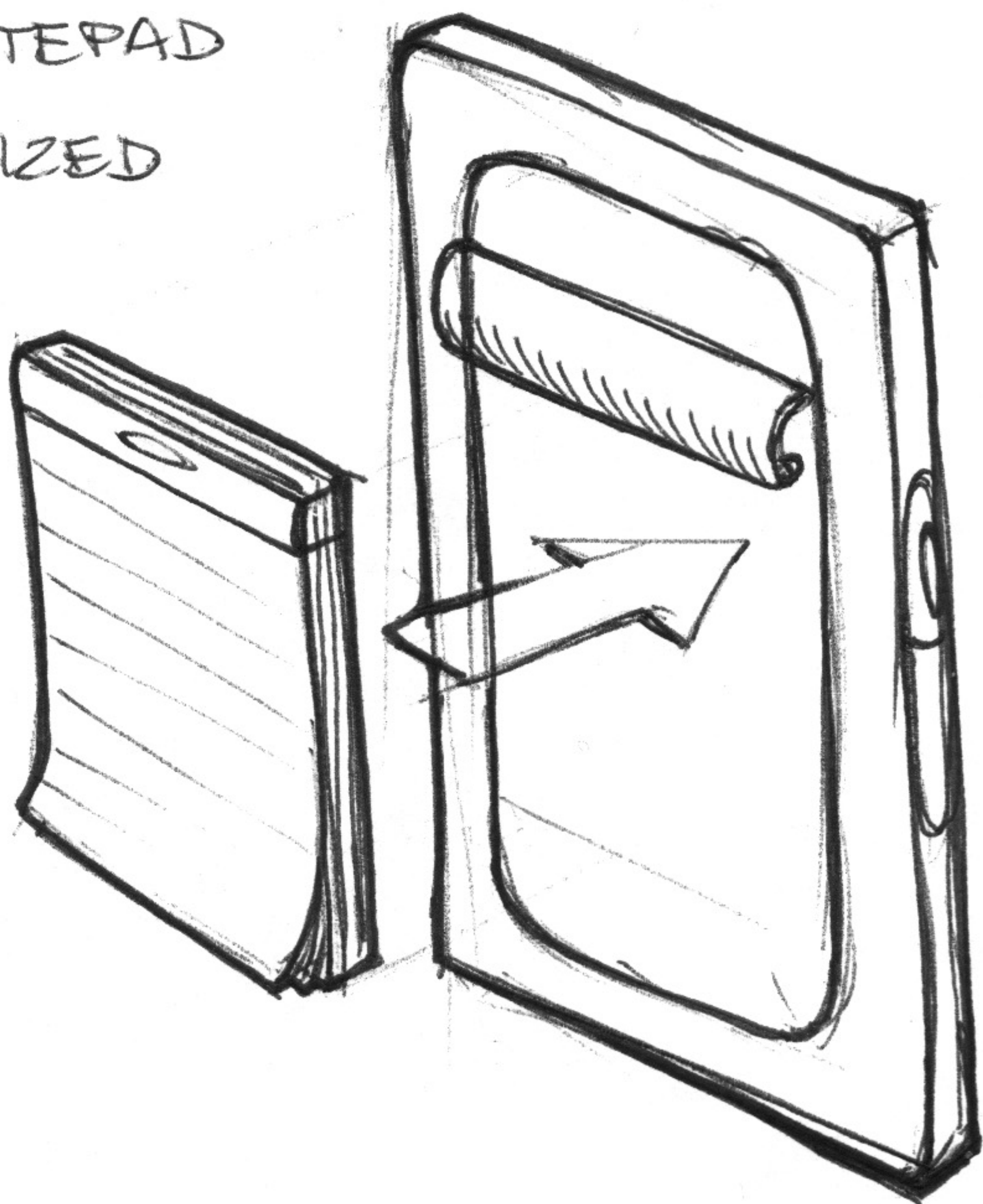


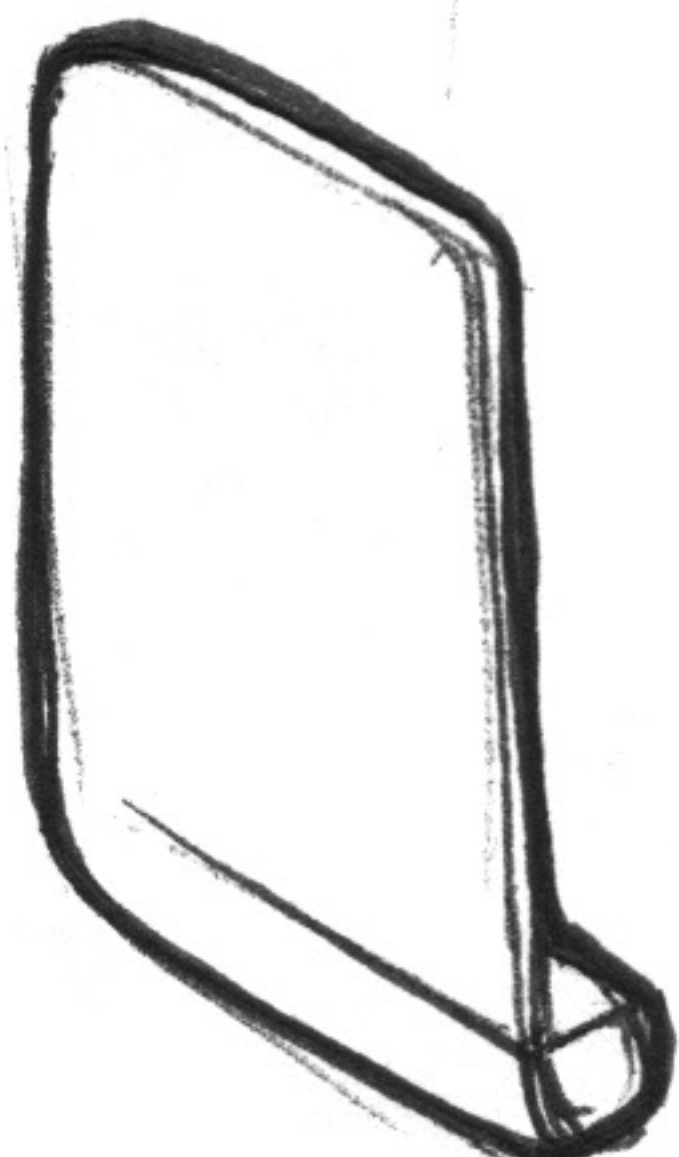
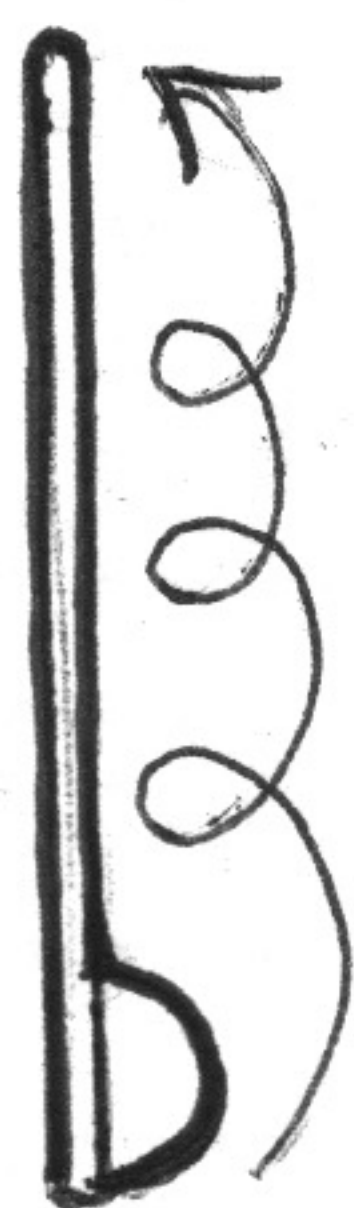
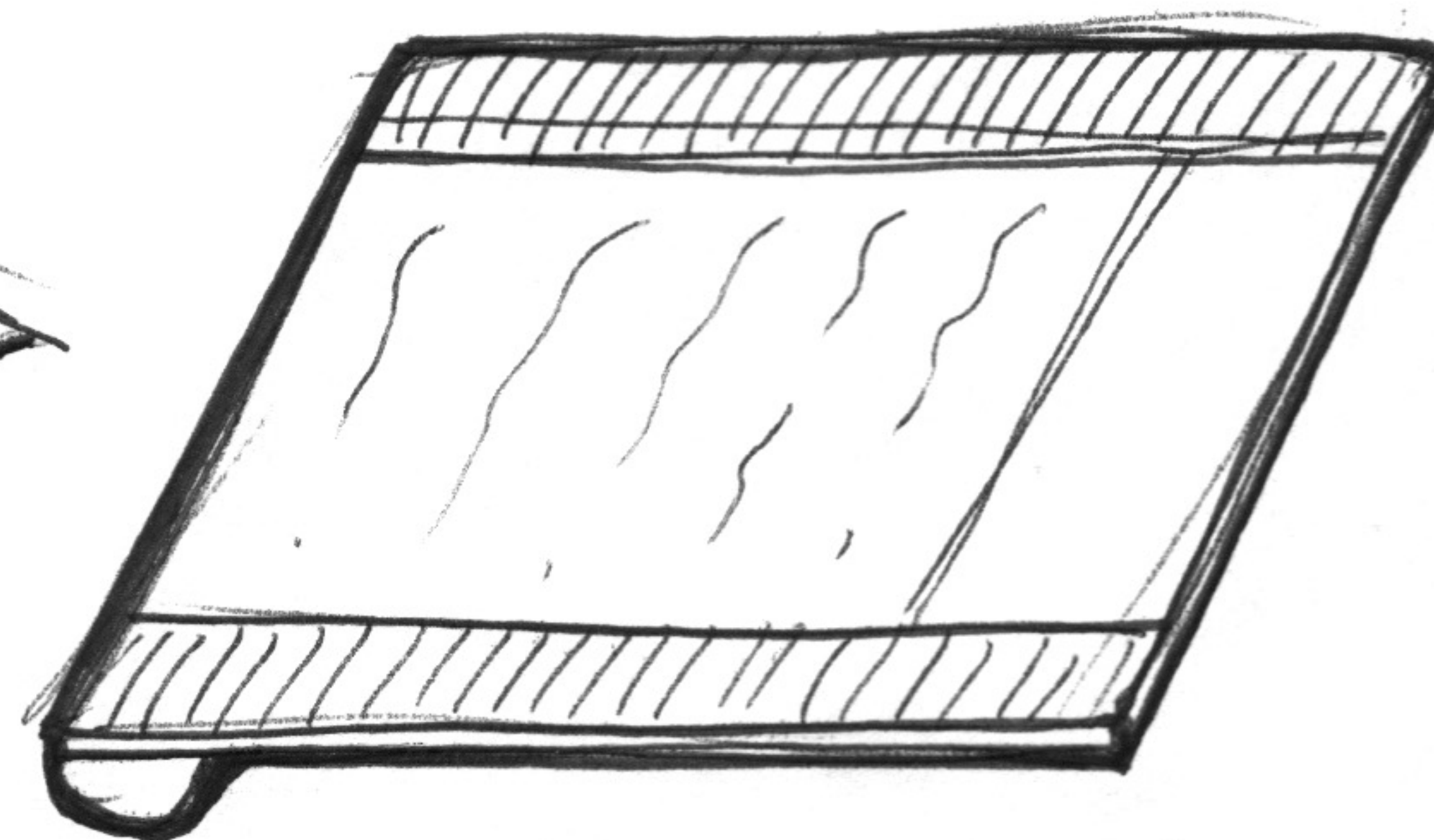
## HUB CONCEPT

- LIVES ON FRIDGE, NETWORKS W/ PHONE TO RELAY INFO
- INPUT VIA HANDWRITING RECOG. ON NOTEPAD
- CENTRALIZED



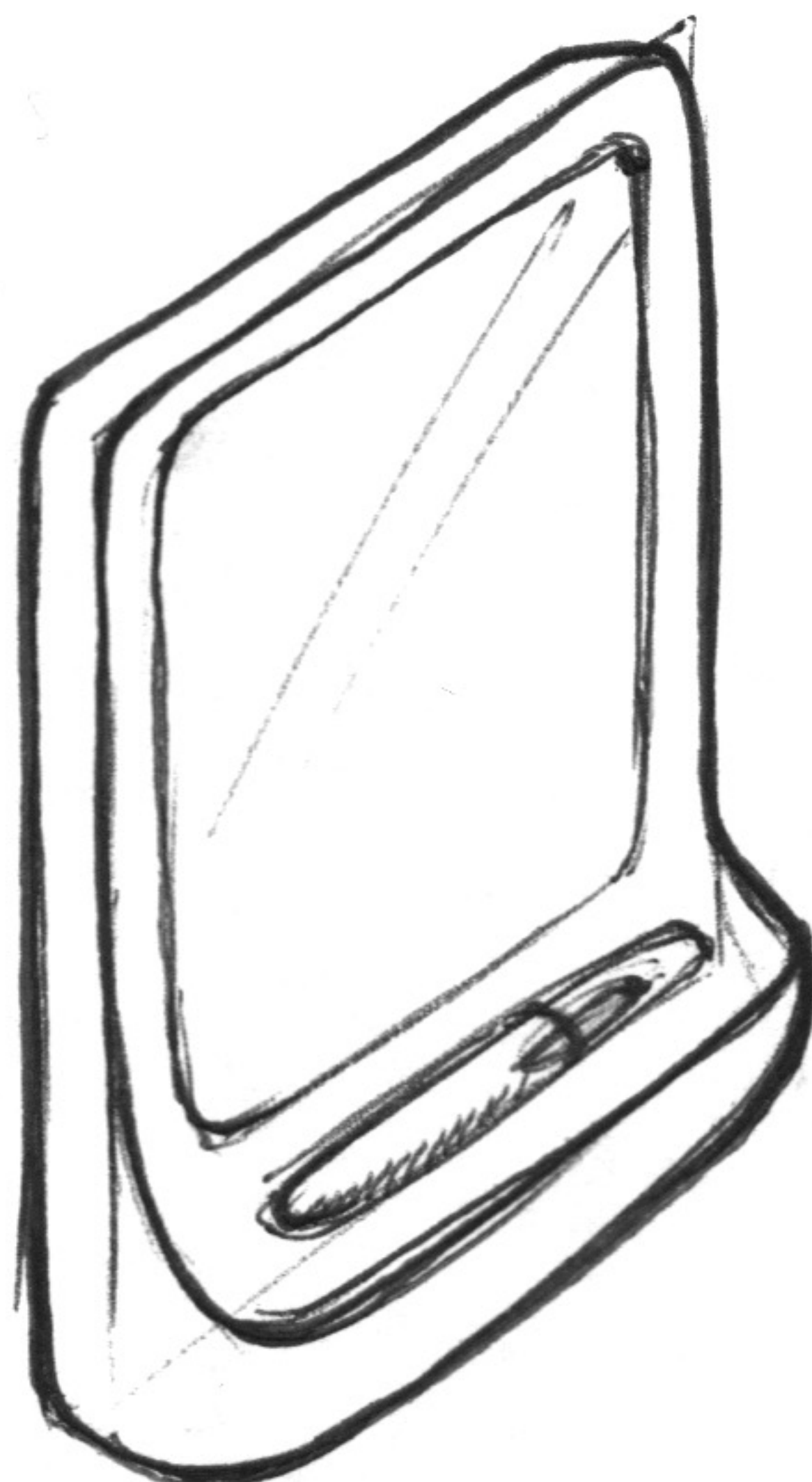
WHERE DOES IT NEED TO BE / GO?

- SOMEWHERE CENTRAL (COMMUNAL)
- IN A PURSE
- IN A POCKET
- SHOPPING - MOUNT TO CART?
- WHERE FOOD IS; KITCHEN



## UNDERSHEET / HYBRID CONCEPT

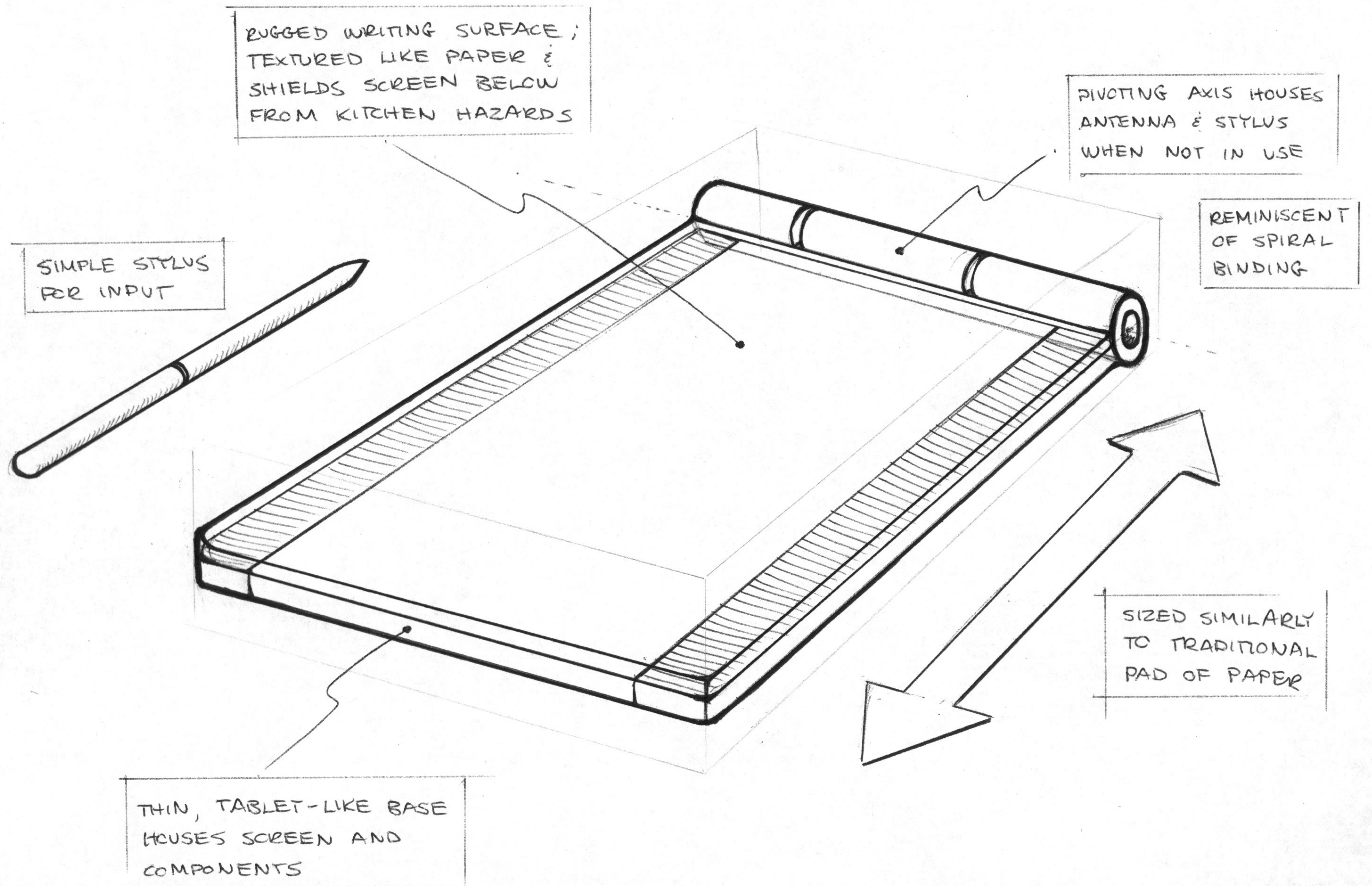
- ADDS SMART LAYER TO TRADITIONAL PAD
- ROBUSTNESS — SHIELDED IN MESSY KITCHEN



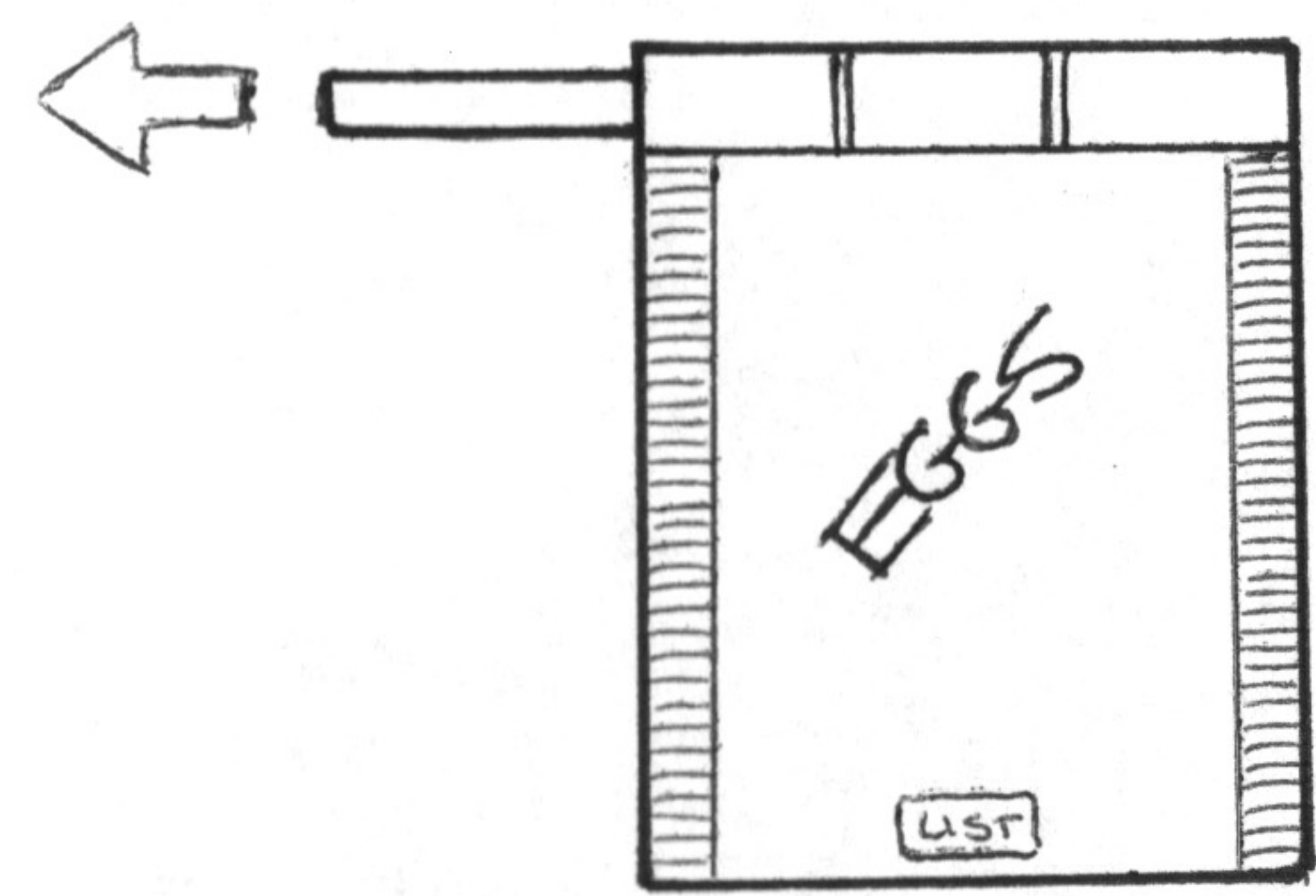
## STANDALONE CONCEPT

- MOBILE, TABLET-LIKE DEVICE
- STYLUS FOR EASY WRITING
- GRAB AND GO (TO THE STORE)
- HOW INGRAINED IS WRITING BY HAND VS. ON A SCREEN?
- NEED TO AVOID THE TRAP OF BEING JUST ANOTHER DEVICE W/ A BIG SCREEN  
⇒ CHARACTER

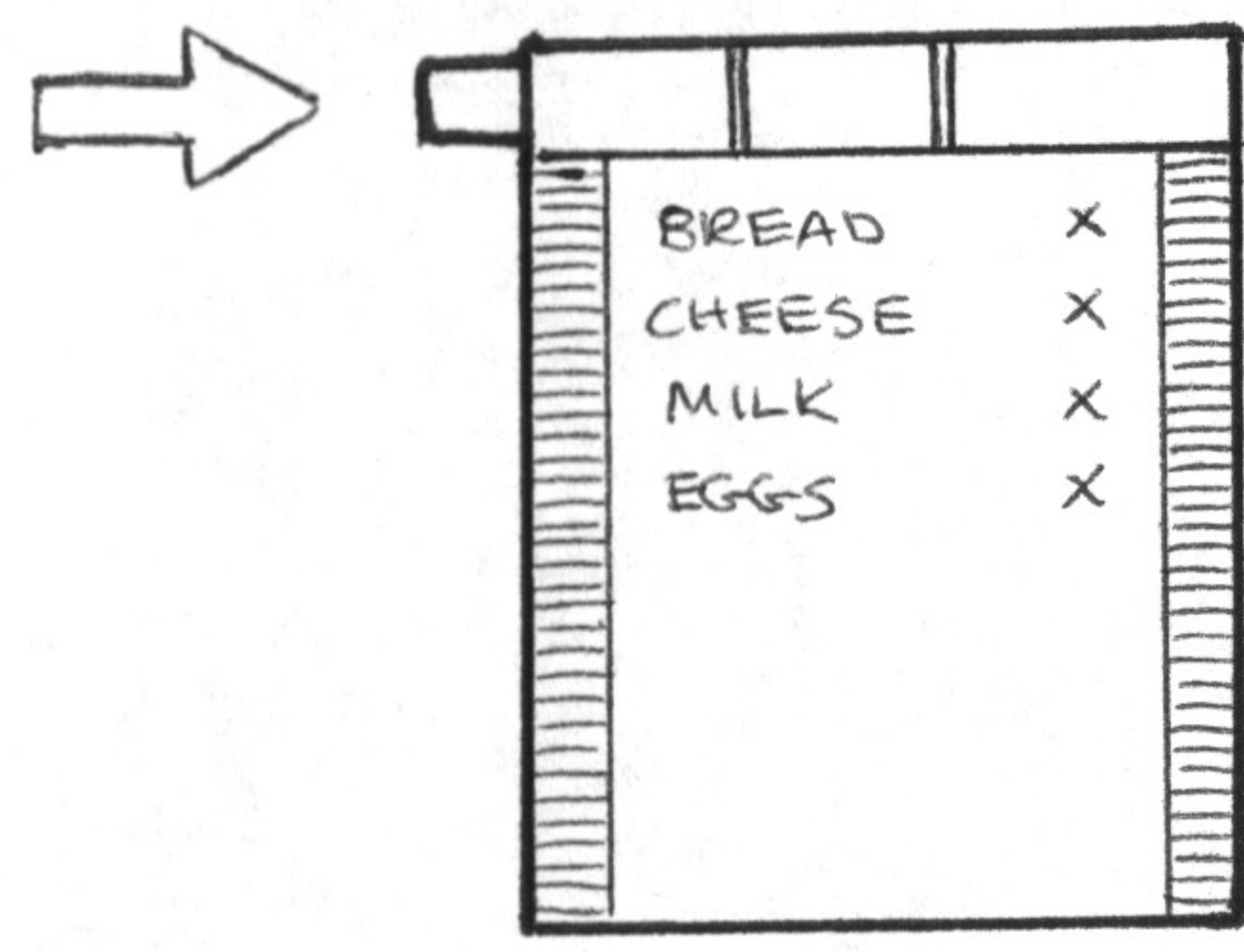






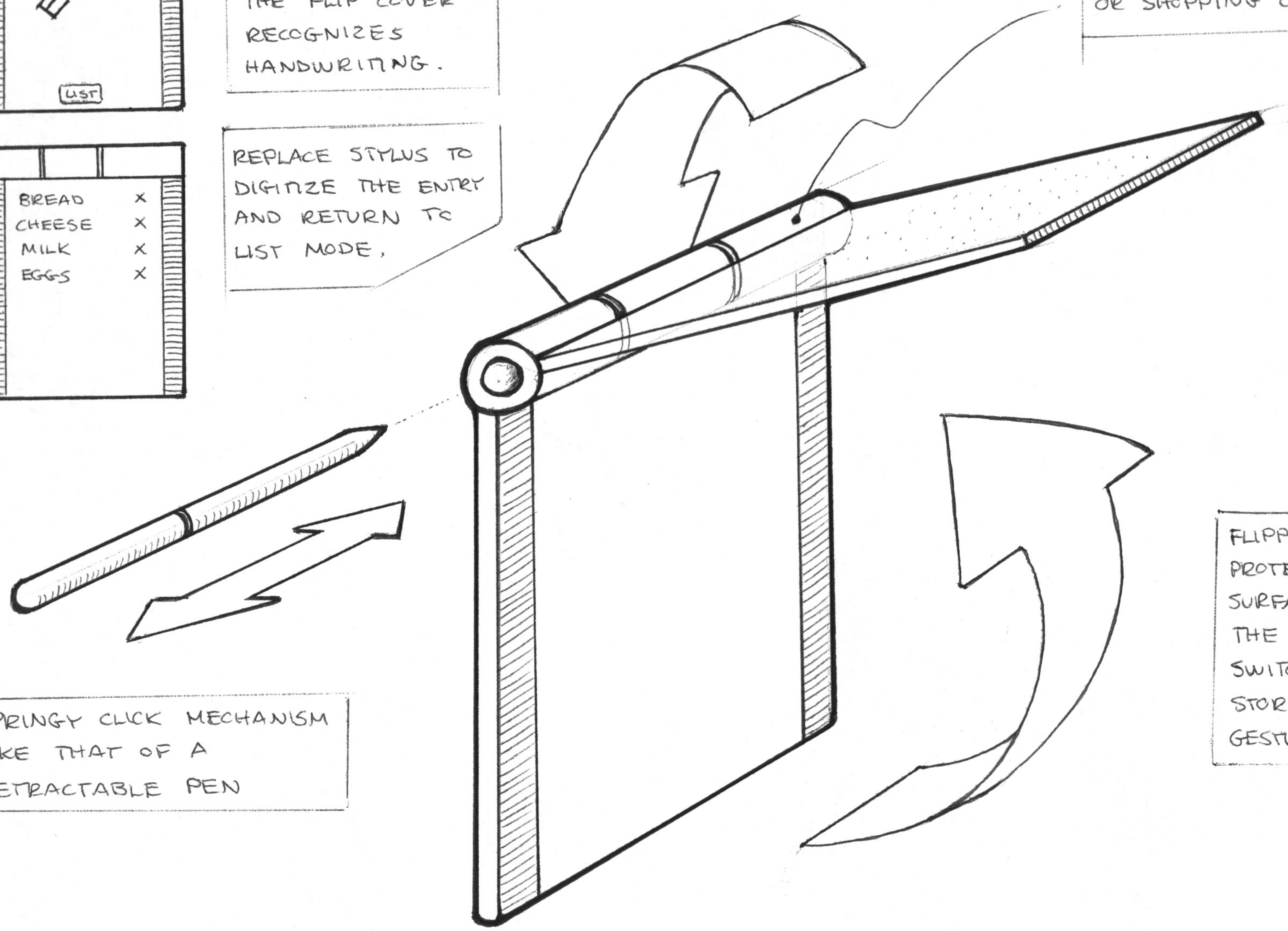


REMOVE STYLUS TO REVEAL A LARGE WRITING SPACE. SCREEN BEHIND THE FLIP COVER RECOGNIZES HANDWRITING.



REPLACE STYLUS TO DIGITIZE THE ENTRY AND RETURN TO LIST MODE.

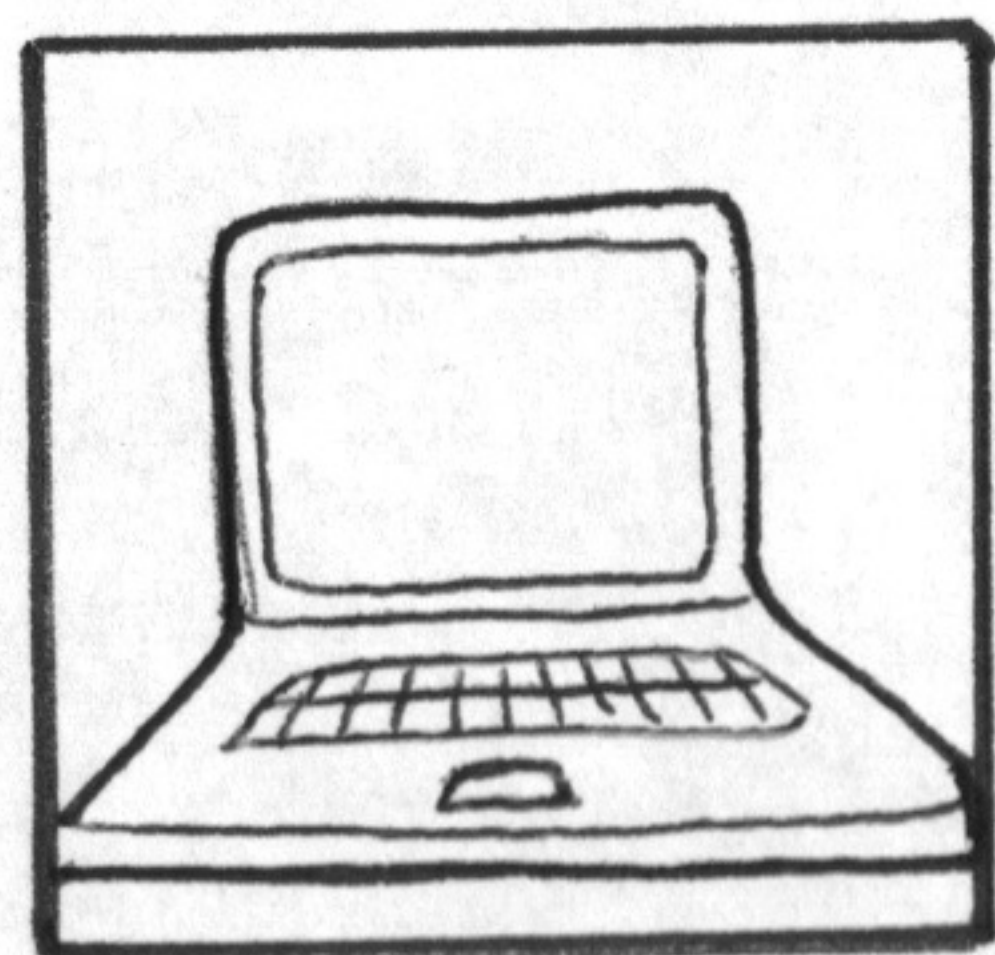
MAGNETIZED FOR EASY MOUNTING ON FRIDGE OR SHOPPING CART.



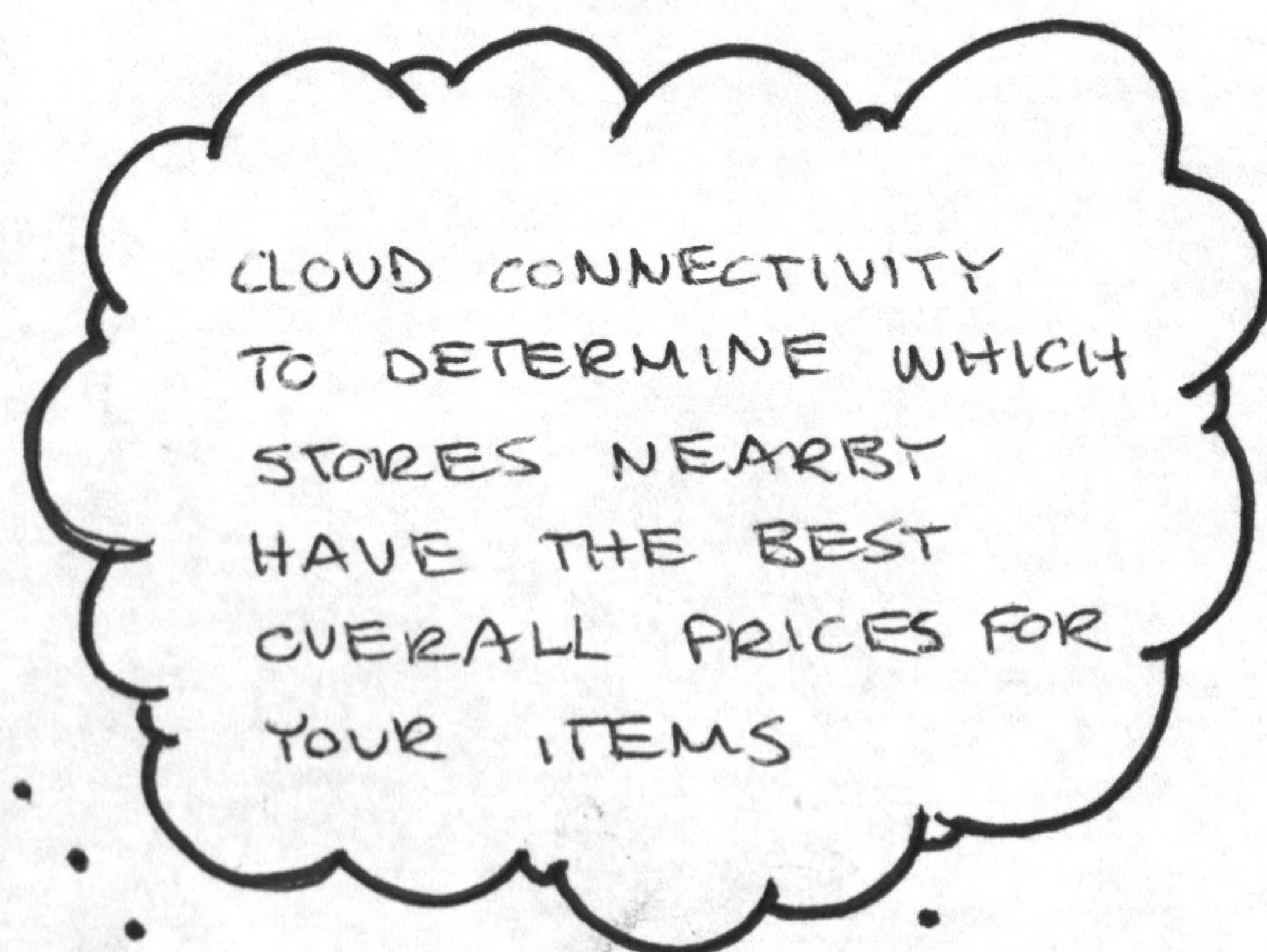
SPRINGY CLICK MECHANISM LIKE THAT OF A RETRACTABLE PEN

FLIPPING THE PROTECTIVE WRITING SURFACE BEHIND THE SCREEN SWITCHES SWZT TO STORE MODE WITH GESTURAL INTERFACE.

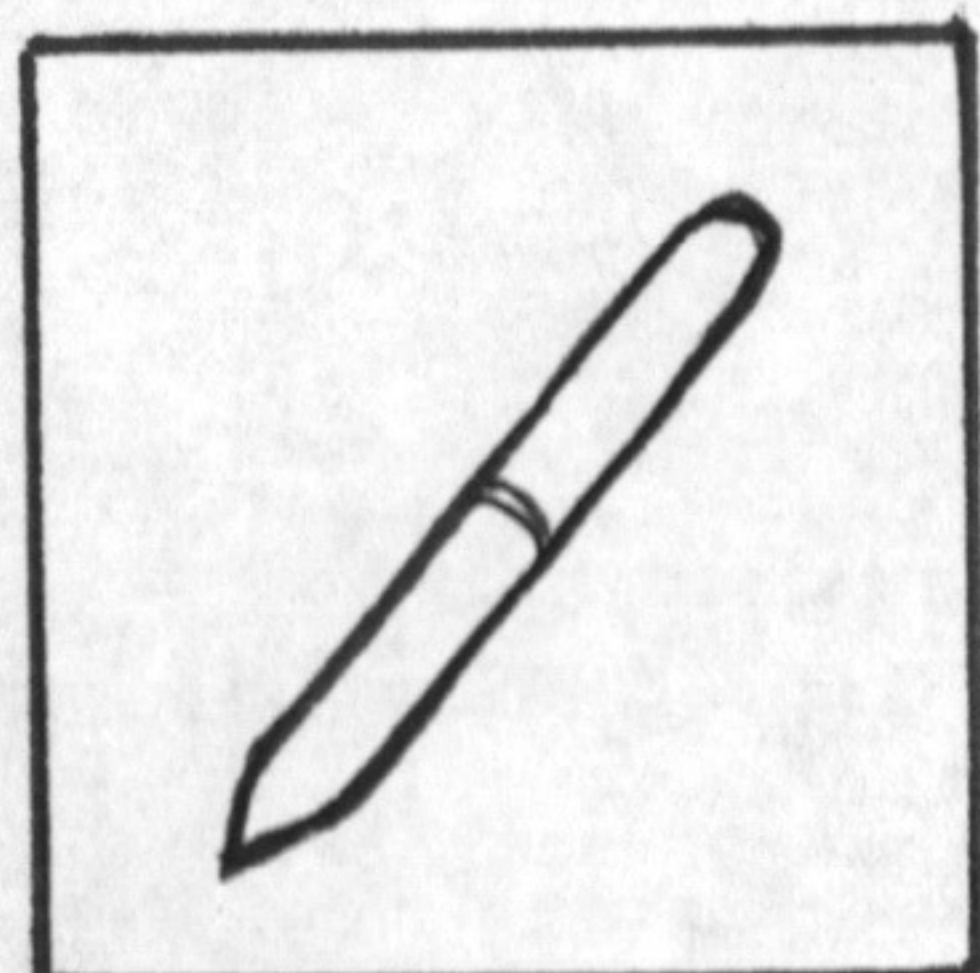




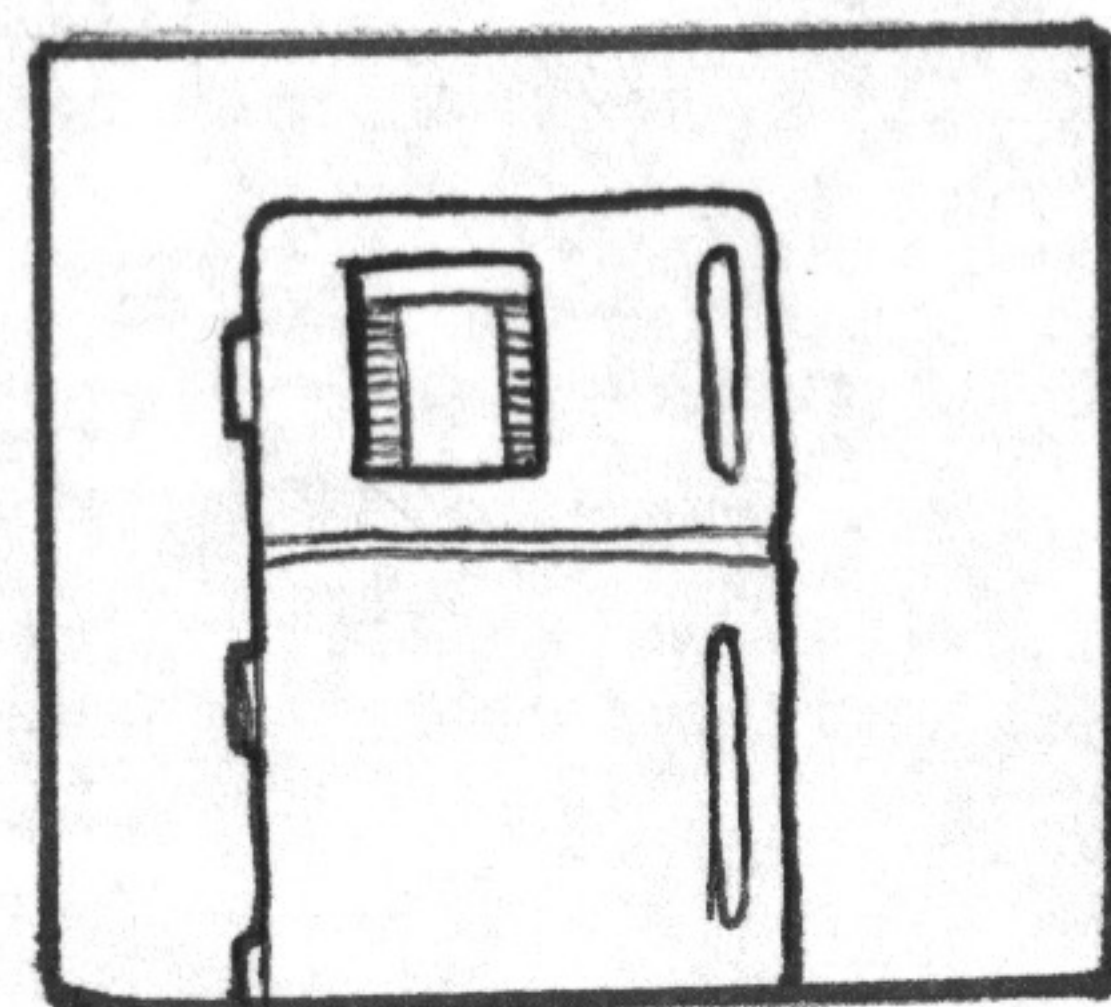
IMPORT RECIPE  
ITEMS FOUND  
ONLINE



CLOUD CONNECTIVITY  
TO DETERMINE WHICH  
STORES NEARBY  
HAVE THE BEST  
OVERALL PRICES FOR  
YOUR ITEMS



DIRECT INPUT  
VIA STYLUS



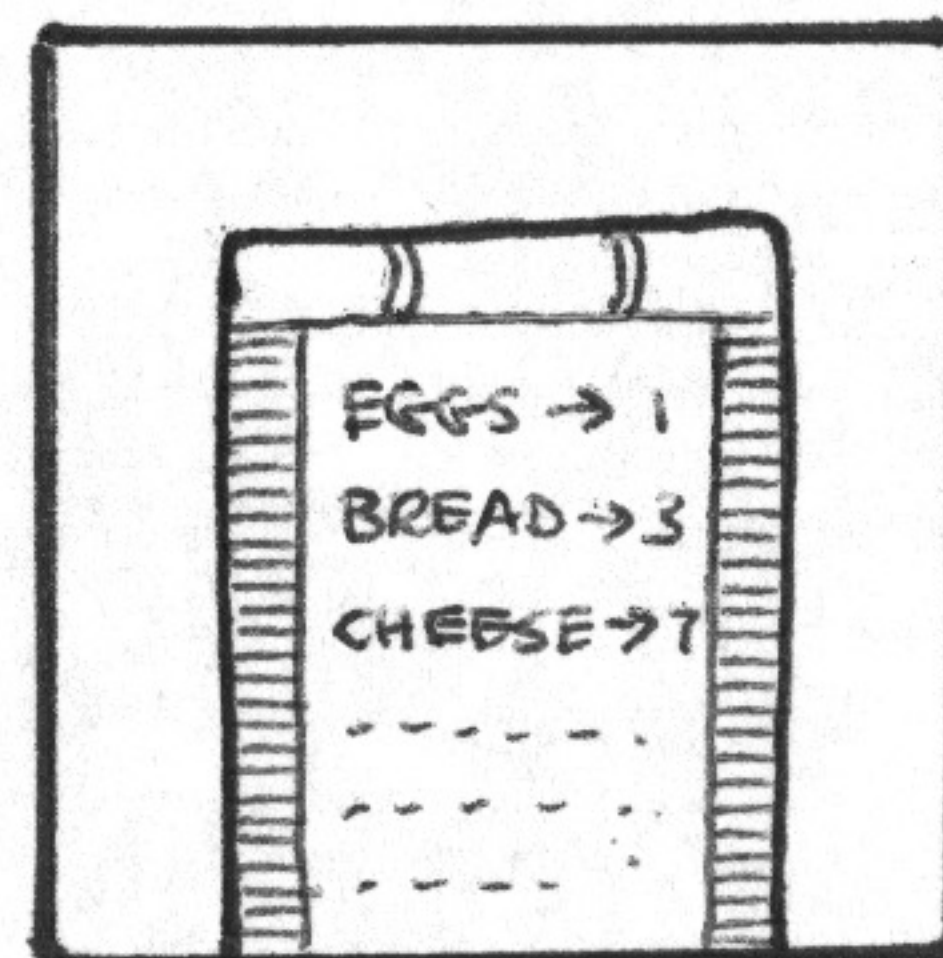
AT HOME  
(OR THEREABOUTS)



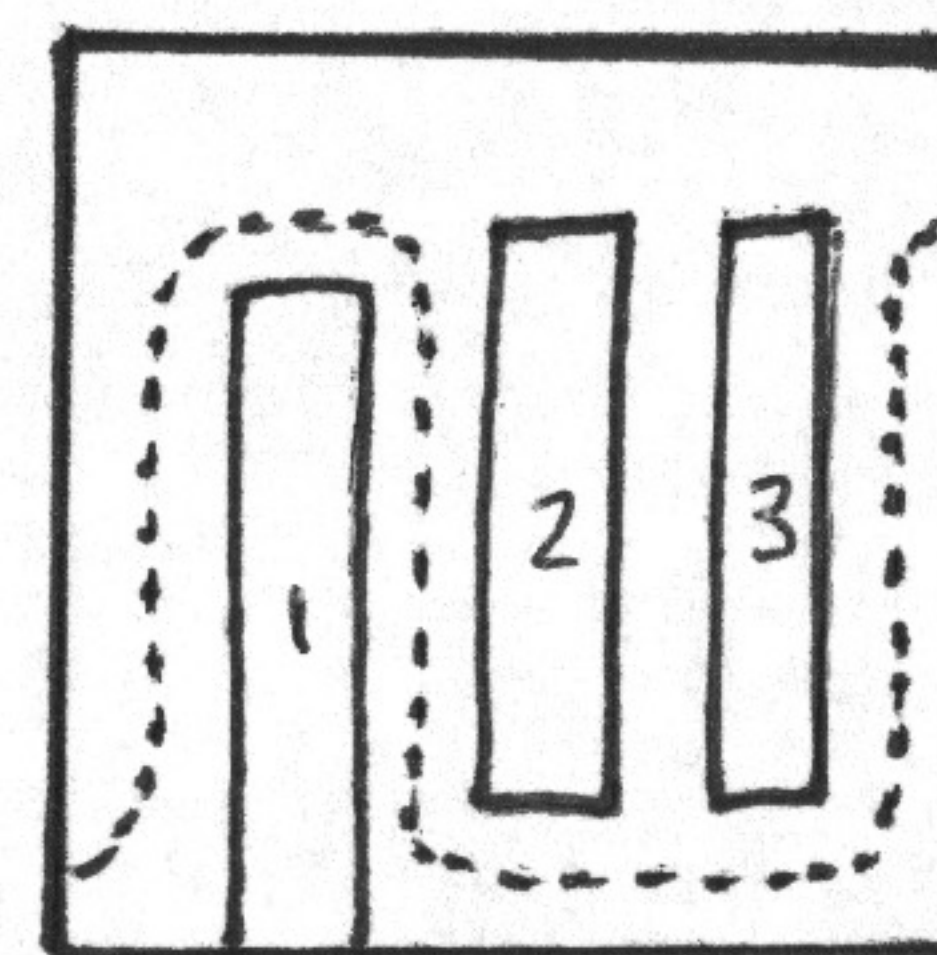
LAST MINUTE  
ADDITIONS  
VIA TEXT



TEXT SUZY AND  
RECEIVE ONE  
BACK THAT  
CONTAINS A  
SIMPLIFIED LIST



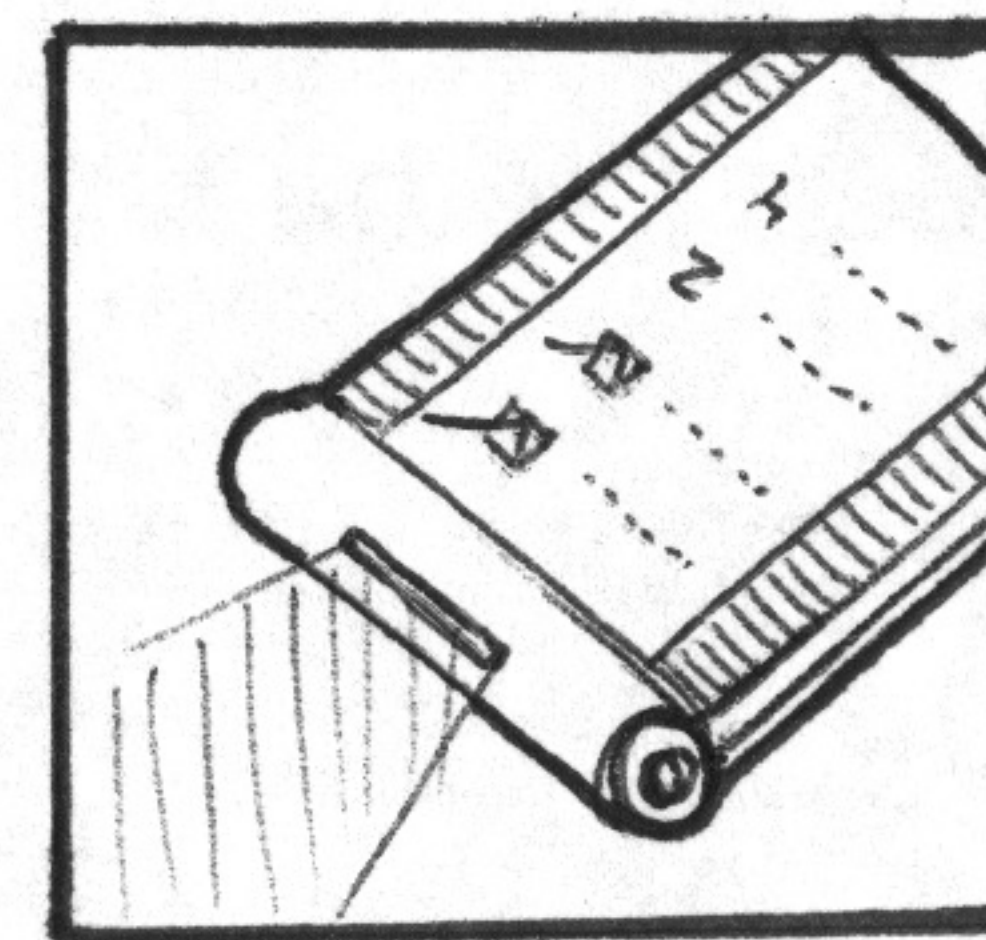
DIGITIZED LIST  
WITH AISLE  
LOCATIONS



OPTIMAL PATH  
THROUGH STORE



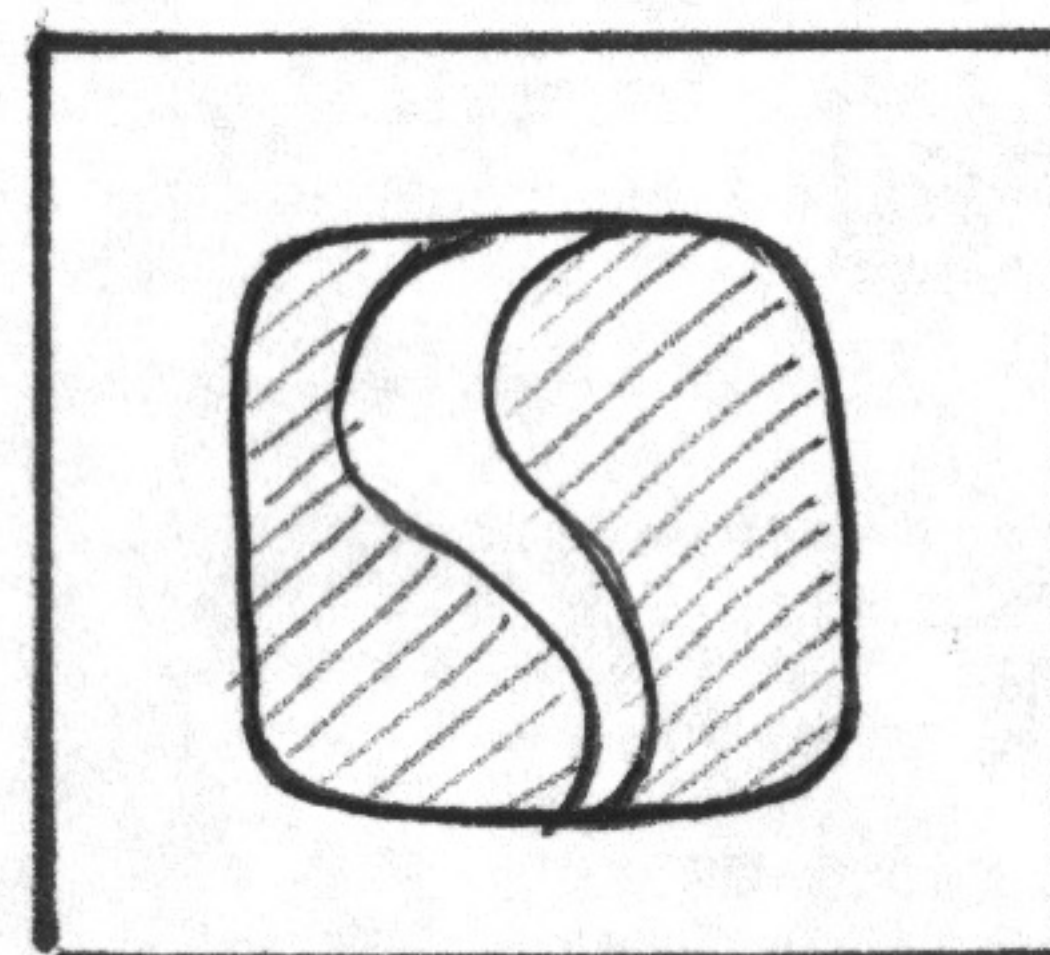
REMINDERS BASED  
ON COMMON GROUPING  
OF ITEMS



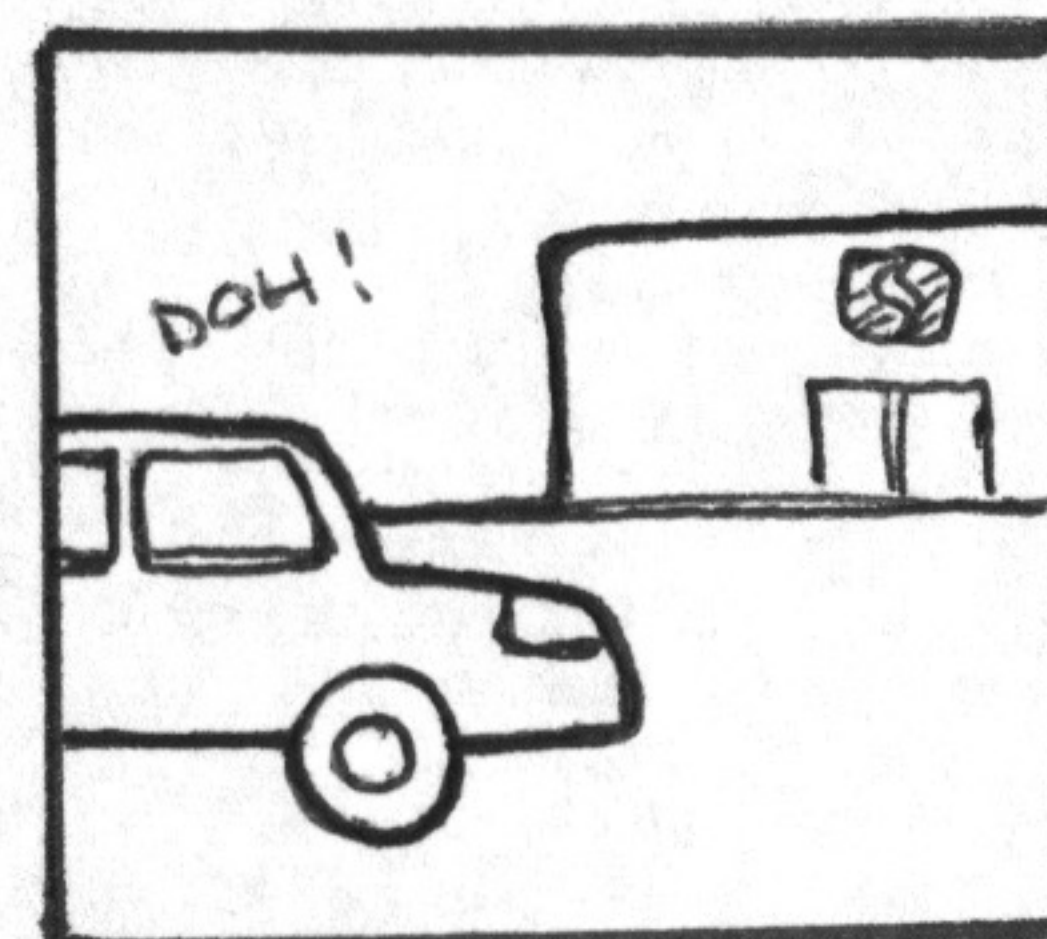
SCAN ITEMS



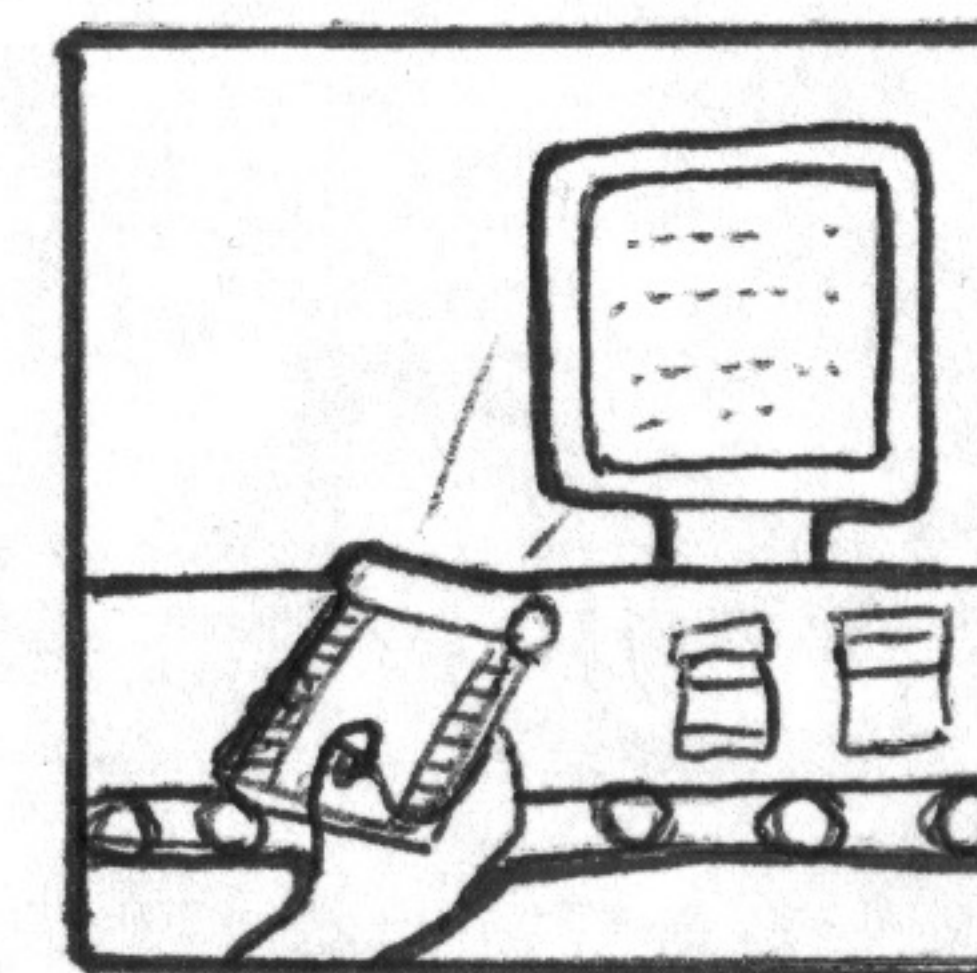
DATE OF LAST PURCHASE



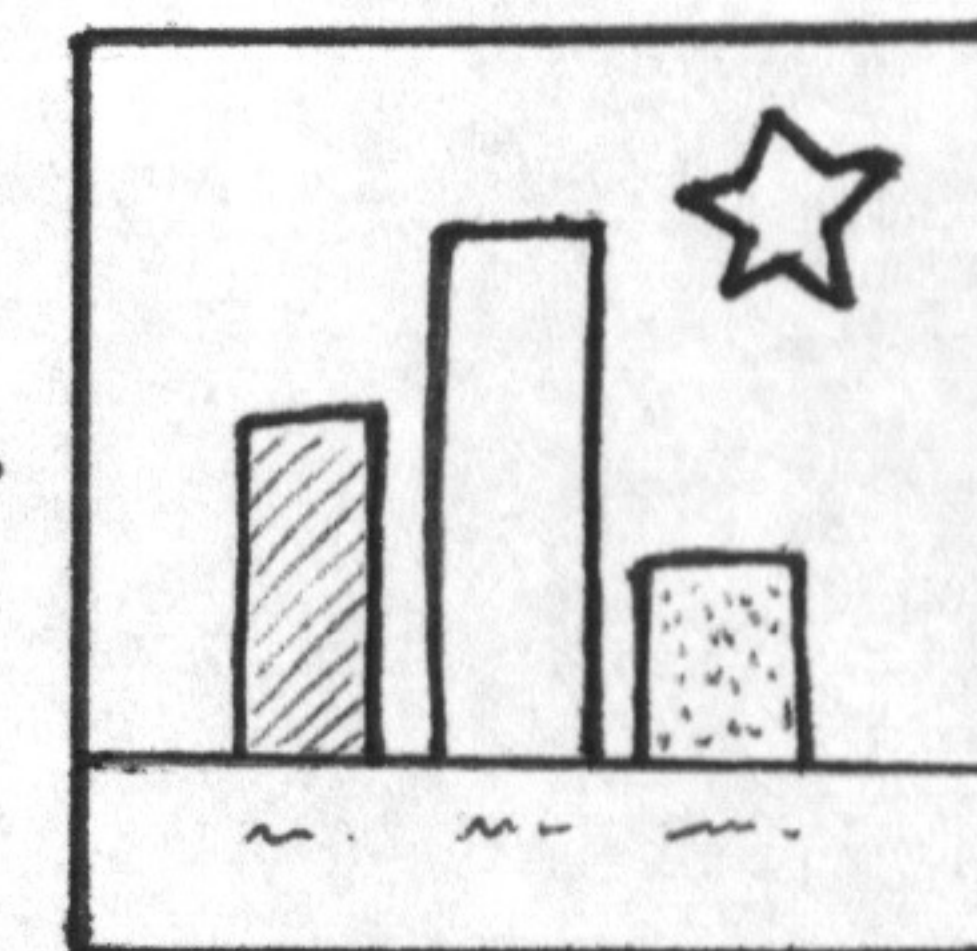
AT THE STORE



...WITHOUT THE  
DEVICE, OOPS.



CHECK-OUT:  
QUICK & EASY  
(ITEMS PRE-  
SCANNED)



REMEMBERS  
"STAPLE" ITEMS,  
FAVORITE BRANDS,  
QUANTITIES, ETC.

**SOUS SHOPPER**  
**"SUZY" BEHAVIOR**