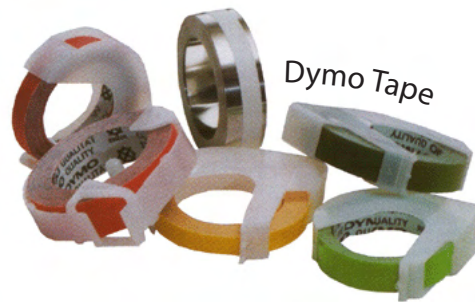
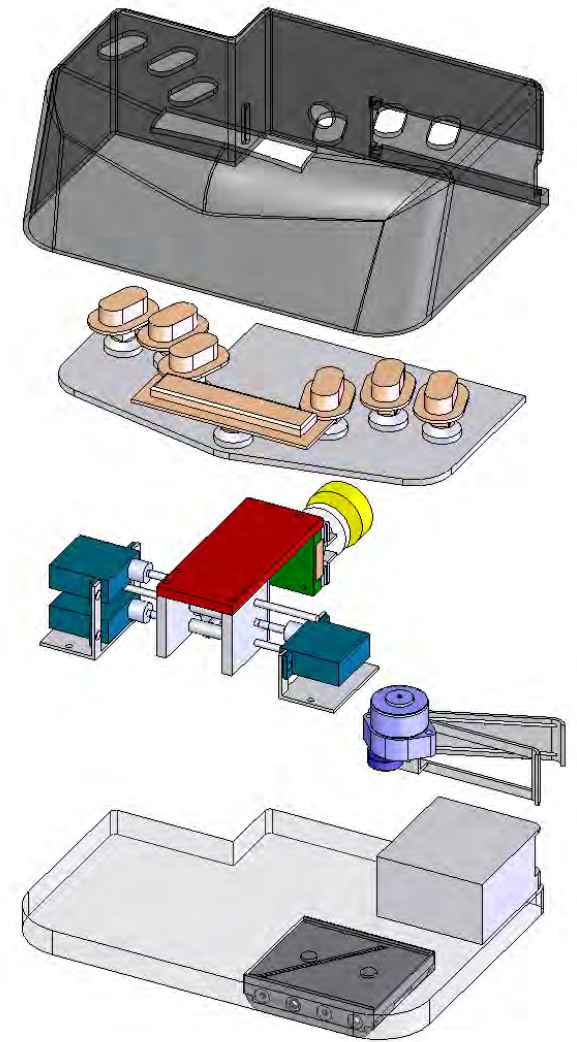


DOT it

BRaille LABELER



made by Team Blue-

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with help from our instructors and mentors:

David Wallace, Marty Culpepper and Barry
 Kudrowitz; Atissa Banuazizi, Greg Cappiello
 and Ron Hoffeld

Braille Alphabet

The six dots of
 the braille cell are
 arranged and numbered:



The capital sign, dot 6,
 placed before a letter
 makes a capital letter.



a	•	•	•	•	•	•
b	•	•	•	•	•	•
c	•	•	•	•	•	•
d	•	•	•	•	•	•
e	•	•	•	•	•	•
f	•	•	•	•	•	•
g	•	•	•	•	•	•
h	•	•	•	•	•	•
i	•	•	•	•	•	•
j	•	•	•	•	•	•
k	•	•	•	•	•	•
l	•	•	•	•	•	•
m	•	•	•	•	•	•
n	•	•	•	•	•	•
o	•	•	•	•	•	•
p	•	•	•	•	•	•
q	•	•	•	•	•	•
r	•	•	•	•	•	•
s	•	•	•	•	•	•
t	•	•	•	•	•	•
U	•	•	•	•	•	•
V	•	•	•	•	•	•
W	•	•	•	•	•	•
X	•	•	•	•	•	•
Y	•	•	•	•	•	•
Z	•	•	•	•	•	•
Capital Sign	•	•	•	•	•	•
Number Sign	•	•	•	•	•	•
Period Sign	•	•	•	•	•	•
Comma	•	•	•	•	•	•

DOT it

BRaille LABELER

We at Team Blue introduce **DOT it**– the next generation of Braille label makers! Engineered by a team of 15 MIT seniors, **DOT it** is an electromechanical system that closely resembles the six-button (plus space bar) design of the Perkins Brailier, the standard for Braille typewriters.



Instead of having to turn and line up a rotary dial with 26+ symbol options, as with the 3M Braille Label Maker, **DOT it** offers a more convenient solution.



“Why would I carry a huge gun-shaped device... especially one that doesn't contain all the Braille cells needed for writing standard contracted Braille? And that takes a million years to find letters on its obnoxious dial?”

– *Anonymous Survey Respondent*

Features

Simply insert a roll of Dymo Tape into our device, and voila! You are ready to label nearly anything... anywhere...at any time!

With **DOT it**, the user simply punches any combination of the six keys to make the desired braille character.

- Loads standard Dymo Tape automatically
- Makes labels as fast as you can type
- Low force buttons are easy on the hands
- Ergonomic shell and button layout minimizes wrist abduction during use
- Sized to label on the go! From the grocery store to the home, label anywhere!
- Long battery life! Uses four AA batteries
- Labels trimmed to size, no need for scissors
- Label ends scored for easy peeling



designed with the
blind in mind

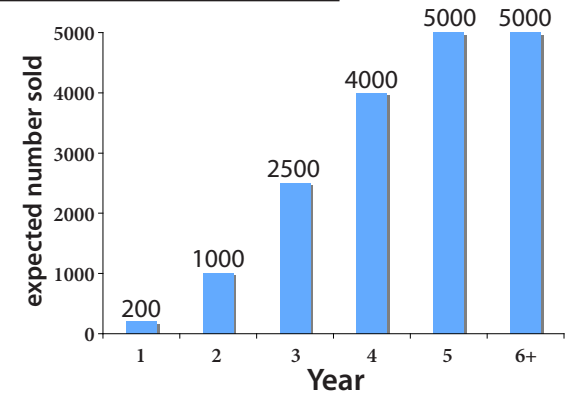
Business Plan

We plan to introduce **DOT it** in the following manner:

Target Market: 10% of the 1-million US blind population who know Braille

Cost: \$80

Sales Volume Forecast:



questions?

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