Braille Alphabet

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

<table>
<thead>
<tr>
<th>Dot 6</th>
<th>Dot 5</th>
<th>Dot 4</th>
<th>Dot 3</th>
<th>Dot 2</th>
<th>Dot 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

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

The number sign, dots 3, 4, 5, 6, placed before the characters a through j, makes the numbers 1 through 0. For example: a preceded by the number sign is 1, b is 2, etc.

a b c d e f g h i j
kl m n o p q r s t
u v w x y z

NATIONAL BRAILLE PRESS INC.
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Dymo Tape

made by Team Blue –
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with help from our instructors and mentors:
David Wallace, Marty Culpepper and Barry
Kudrowitz, Alissa Banazizi, Greg Cappello
and Ron Hoffeld
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 Brailler, 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.

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

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:**

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>200</td>
<td>1000</td>
<td>2500</td>
<td>4000</td>
<td>5000</td>
<td>5000</td>
</tr>
</tbody>
</table>

*Questions?* e-mail 2.009blue@gmail.com

"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

**designed with the blind in mind**