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JamPack

A smarter, lighter camera protection



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Our Consumers

Urbanites carrying expensive cameras on the go



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Our Vision

A smart, lightweight camera protection

Conformability



Agility



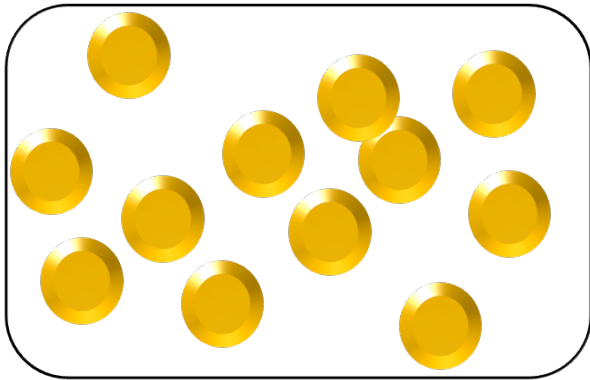
Impact
Absorption



Our Product

Customer Need	Product Attributes(s)	Engineering Specification(s)
Can protect camera	Impact Absorption	No damage to camera after 3-ft drop
Stay quiet when handling	Noise level	<50db
Easy on shoulders	Weight	<500g
Can immobilize camera	Play	Camera rattling < 10mm

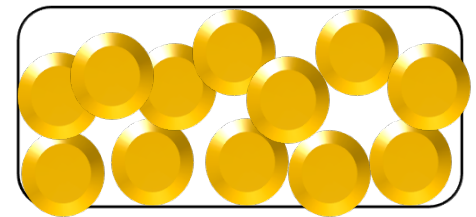
Approach—Particle Jamming



loose particles in a flexible, airtight *jamming bag*

air pumped out

locked, rigid configuration



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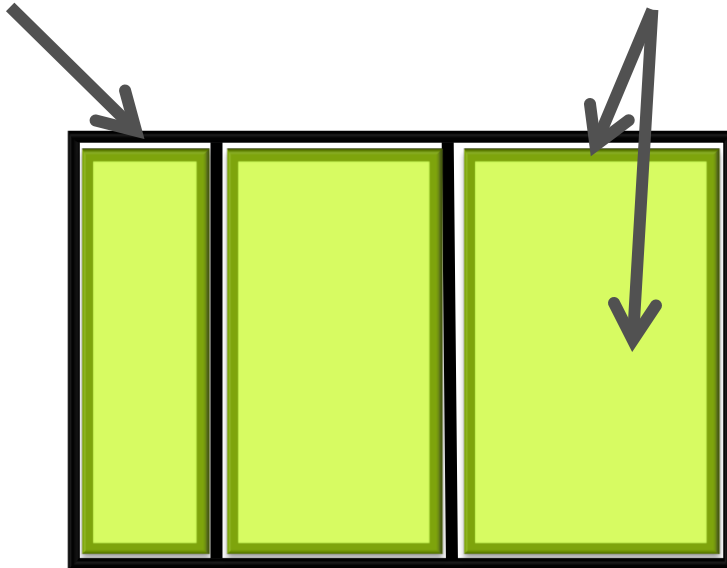
Implementation

Tough exterior
shell

+

sides & bottom lined
with jamming bag

= JamPack



Cost Estimation

Material	Cost
PE Bag	\$2
EPS Beads	\$0.50
Valve	\$1
Outer Case	\$5

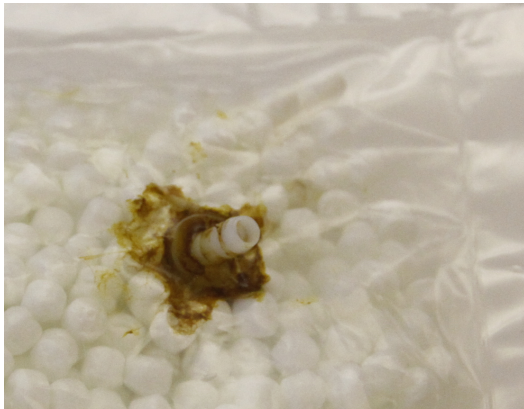
Process	Cost
Heating Sealing	\$0.50
Valve Insertion	\$0.50
Sewing	\$1

Total Cost:

\$10.50

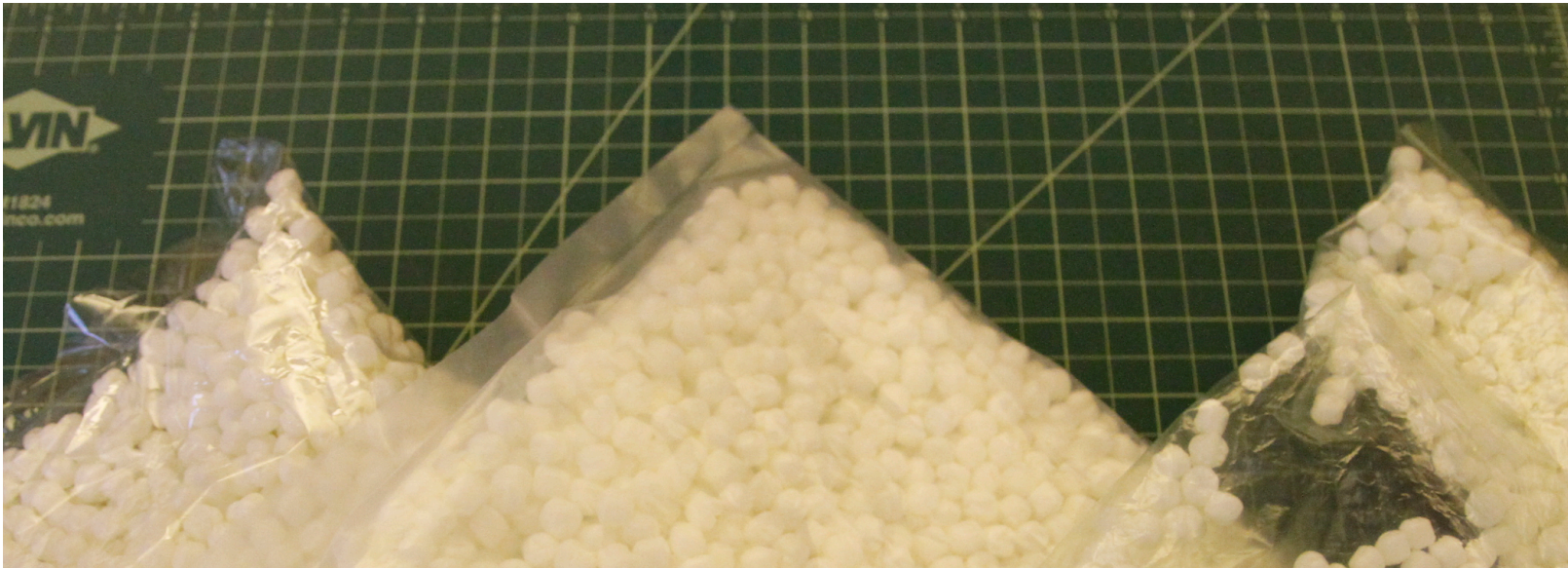
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Risk 1: Hermetic Seal



Risk 2: Conformability

Bag material	PETE (Mylar)	PE	Polyamide (Nylon)
Air seal	Highest	High	Low
Flexibility	Low	High	High



Risk 3: Impact Absorption



Bead Material	EPS	EPP
Durability	More plastic	More elastic
Impact Absorption	Higher	Lower due to rebound

Next Steps

Electric pump integration

Single compartment vs. multiple compartment

Refine bead retention within bag

Bead size