



RODS & CONES

Connecting Medical Experts Worldwide



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Agenda

1 Who we are

2 Why

3 How



1

Who we are



Catalyst for Change in Healthcare

Our WHY

Be catalyst of change
in healthcare to
improve people's lives.



Our WHAT

Connect medical
professionals worldwide.



Our HOW

Provide complete
remote access to any
medical center.





At a Glance

First prototype

Global launch of visOR

Growth accelerated by Covid-19

Launch of mirrOR, panOR, chargOR and visOR-V

Implementation of MIS and Open Kit

2017

Foundation Rods&Cones

2019

Office in Turnhout (BE) and Zagreb (HR)

2020

Office in Amsterdam (NL) and Barcelona (ES)

2021

Deployments in APAC and US

2022

Global Distribution Agreements & Partnerships



From 2 to 60

FTEs in 18 months & growing



100%

Growth in Revenue QoQ



2M USD

Investment in Hardware in 2021



+800

Hospitals using R&C solution



+1000

Smart glasses in the field



Recognized Industry Leaders





Origins



Bruno Dheedene

CEO & CO-FOUNDER

20+ years of experience
in Medtech industry

Passionate about
delivering innovations
that matter putting focus
on customer first



Jan Dheedene

COO & CO-FOUNDER

20+ years of experience
in software business

Strong track record in
delivering state of the art
software solutions and
scale operations



Our US Team



Scott Solis

Managing Director USA



Steve Eirich

Area Sales Director



Xavier Peralta

Account Manager



Patrick Howley

Senior Account Manager



2

Why



Passion for Technology and Healthcare

OUR PURPOSE

Being a catalyst of change in healthcare by leveraging technology to improve people's lives.

Spreading knowledge to help more patients.





Rural Healthcare Program



50% of the global population lives in rural areas, but only **24%** of physicians serve these areas.*

Providing assistance to those, that under regular circumstances, would not get one.

We make this possible by providing our sustainable solution to those supporting others in developing nations.



Medical Device Companies

Changing to a remote/hybrid selling model, your business can grow by **27%** while being more sustainable.*

- Reduce training time with remote education.
- Accelerate product launches with remote assistance.
- Increase customer contact by 5x.
- Reduce travel cost & decrease carbon footprint





Hospitals and Clinicians



Healthcare professionals can democratize knowledge and provide better patient outcome.

Assist a proctoring session, provide case-support to a peer anywhere in the world, or create effective and scalable training and education sessions.

Using Rods&Cones 4-eyes approach, you can share expertise when its needed the most, simply and efficiently



Hospitals and Healthcare Systems

Financial Management

SUBSCRIBE TO BECKER'S
NEW E-NEWSLETTER!

SUBSCRIBE

BECKER'S
WOMEN'S LEADERSHIP

Trinity Health's operating income slips 79% as labor costs soar

Ayla Ellison (Twitter) - Friday, May 20th, 2022

Florida hospital aims to retain talent by paying off student loans

Marissa Plescia (Twitter) - Thursday, May 19th, 2022

Leadership & Management

Hospitals feel the brain drain

Molly Gamble (Twitter) - Wednesday, May 18th, 2022



Hospitals are feeling an enduring consequence of experienced employees' early retirements and resignations: collective knowledge loss.

"Even when missing people can be replaced, missing knowledge cannot," Ed Yong wrote for *The Atlantic* May 18.

Wisconsin health system using \$100-per-hour incentive to stem nursing shortages

Kelly Gooch - Friday, May 20th, 2022

Increasing costs are significantly impacting performance and outcomes for Healthcare Systems

Introducing remote technologies in to the care pathway allows for more efficient and effective patient care with the potential to significantly reduced cost.



3

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How



Connect anytime, anywhere
with experts from around the
world.

Extremely compact and easy
to use.





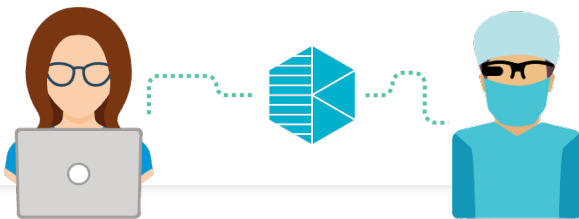
Maximizing Output of MedTech Industry

Bionic Salesforce

Increase productivity of Sales Rep by 2x to 3x

Leverage technology to enhance performance

Sales Rep to surgeon



Sales Rep. Education

Reduce training time with remote education

Upgrade training with experts worldwide

Sr. Sales Rep to jr. Sales Rep

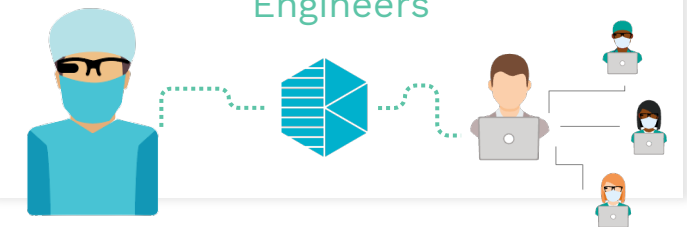


Product Introduction

Accelerate product launches with remote assistance

Broadcast real-time and lead the conversation

Sales Rep to Surgeons & Nurses & Engineers





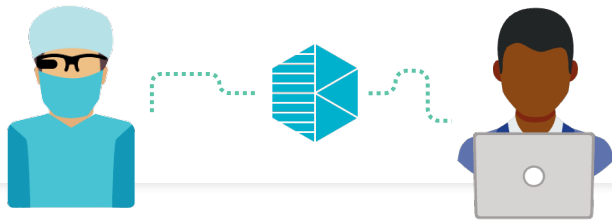
Empowering Medical Experts

Share Expertise

Improve techniques by sharing knowledge

Remote Proctoring
4-eyes principle

Medical expert to medical expert

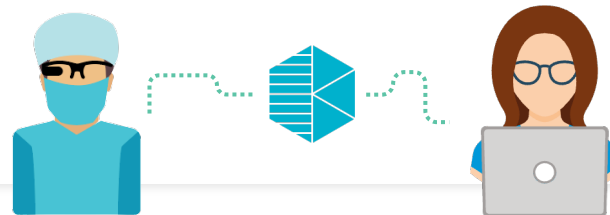


Optimize Diagnosis

Help more patients through access to expert advice

Increased success rates

Medical expert to caregivers

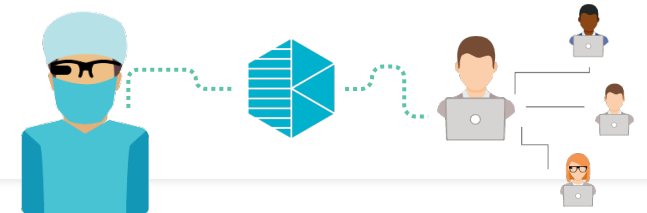


Upscale Training

Multiply masterclass attendance

Broadcast live surgery real-time while communicating with students

Medical expert to residents





Our Offering

1

See through the eyes of the operator



vis**OR**

2

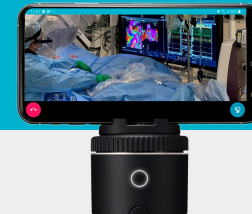
View all video sources from the OR on your PC



mirr**OR**

3

Complete View of OR controlled by the remote expert



pan**OR**

4

Store & charge in one single portable case



charg**OR**



See through the eyes of a medical expert



visOR-V

I-see-what-you-see connection.

Communicate with the medical expert and make live annotation.

Head-mounted device in sterile environment.

No conflict with other glasses.

Powered by Vuzix M400 longevity series



Technical Specifications

Full Color OLED Display

Wifi & Bluetooth

Hot-swap battery 4 hours autonomy

Auto-Focus 4K Camera

Noise-cancelling microphone



Connect any external source

mirrOR



Connect a video source through a dedicated mirrOR converter

The remote expert sees the video source along with the visOR feed and any others in the OR



Complete view of the OR

panOR

Webcam view of OR

Rotates 360degrees

Horizontal and vertical positions

Controlled by remote expert

Powered by 64MP camera

Pre-set viewing angles





Store and charge in one box



chargOR

Single point for charging of all R&C items including cooling fan

Custom-built storage case

R&C subscription & asset management portal

R&C fulfilment center: 5 business days WW shipment



Get remote access to the OR or anywhere, using our Kits



Open kit

- 1 visOR
- 1 mirrOR
- 1 panOR
- 1 chargOR

Ideal for open surgery and non-invasive procedures – see what surgeons see, remotely.



MIS kit

- 1 visOR
- 2 mirrOR
- 1 panOR
- 1 chargOR

Connect with specialist surgeons during minimally invasive surgery – with multiple video feeds.



Compact kit

- 1 visOR

The perfect kit to carry anywhere you need, while seeing what the surgeon sees.



What more do you get with the Kit?

1

Broadcast under control



webin**OR**

2

Extend the guidance of the remote expert to the entire OR



monit**OR**

3

Find Remote Experts available with our Expert Address Book



Expert Address Book

4

Support
Multi-language team at your service 24/5



CEC

5

4G connectivity directly available with the routOR



rout**OR**

6

Complete product training from A to Z



train**OR**



What's in it for you



Interact with more customers per day

Reduce travel time & cost

Provide customers with more options
(in-person presence / remote)

Empower healthcare providers to deliver better
patient outcome at a lower cost

Contribute to a more sustainable healthcare system

Go Green! Reduce your and your companies carbon
footprint.



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Questions?



NOVUTECH

Projecting Health to **the Next Level**

 7715 NW 46th Street Doral, FL 33166, USA

 FAX: +1 (305) 675-8012

 sales@novutechusa.com

www.novutechusa.com