

OUI Inc.

NEWSLETTER

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Smart Eye Camera Selected for the Shortlist at Cannes Lions 2025 Pharma Category



Our Smart Eye Camera was selected for the shortlist in the Pharma category at Cannes Lions 2025. Held in June, this event is one of the largest creative festivals in the world. Among 298 global entries, only 28 projects were shortlisted. Our project was also featured in an official panel display at the venue.

This was a joint project with TBWA HAKUHODO. We focused on communicating the value of Smart Eye Camera as a medical device and its social impact. The visuals and storyline had been revised multiple times to fit within the limited space and time. Our efforts to share key messages, such as rethinking what a medical device can be and improving access to eye care in many parts of the world, are proving to be successful.

Being featured on such a global stage is a big step forward for OUI Inc. We will continue to focus on both product development and practical use, especially in areas where access to medical care is limited.

URL: https://www.youtube.com/watch?v=rC7Ayl_L4Fk

SEC

Smart Eye Camera

Organizations Involved:

- TBWA HAKUHODO





LET'S COLLABORATE! FEEL FREE TO CONTACT US!

Through our Smart Eye Camera, OUI Inc.'s vision is to reduce blindness in the world by 50% by 2025 by delivering appropriate diagnoses to patients who have not been able to receive eyecare. So far, we have conducted various pilot projects in more than 20 countries around the world, including Asia and Africa, in cooperation with local ophthalmologists, NGOs, medical institutions, and international organizations. The internationally recognized CE marking is expected to further increase the recognition and confidence in the Smart Eye Camera, not only in the European market but also in Asia and Africa. In our current corporate stage, the pilot projects are necessary to understand the obstacles of developing countries where our product may flourish to help the maximum number of people in need. That is why we ask for help, offer for future collaboration from all of you, our possible partner, to get the Smart Eye Camera delivered all across the globe to get the proper diagnoses and treatment that all people deserve!

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