

OUI Inc.

NEWSLETTER

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OUI Inc. Wins Ten Awards at MAD STARS 2025



At the international advertising festival "MAD STARS 2025," held in Busan, Korea from August 27 to 29, the project Smart Eye Camera, jointly developed with TBWA\HAKUHODO, received a total of ten awards, including two gold ones.

MAD STARS was established in 2008 and is the only international advertising festival of its kind in Asia. The 2025 edition focused on the theme "AI-vertising, AI Advertising Marketing Era", with more than 350 international judges from over 70 countries reviewing the entries.

Our Smart Eye Camera received gold awards in both the SDGs and Innovation categories. The device delivers diagnostic performance comparable to a conventional slit lamp while being very affordable and portable, making it valuable in regions with limited access to eye care. It was recognized for combining technology and design to transform healthcare, embodying the SDGs principle of "leaving no one behind," and contributing to the prevention of avoidable blindness worldwide.

OUI Inc. will continue to use technologies like Smart Eye Camera to address healthcare disparities and improve access to eye care across the globe.



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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