Subject: Re: DODOcase Cardboard Viewer Update
Date: Monday, July 28, 2014 at 20:14:16 Central Daylight Time
From: Clay Bavor [redacted]
To: Alex Kauffmann [redacted]
CC: Andrew Nartker [redacted], Patrick Buckley <patrick@dodocase.com>, craig dalton <craig@dodocase.com>

That button is genius.

Clay

On Mon, Jul 28, 2014 at 10:39 AM, Alex Kauffmann <captainalex@google.com> wrote:

> Hey guys,
>
> That's an ingenious button! Does it work consistently on a variety of phones? I'd love to play with it.
>
> [redacted]
>
> a
>
> On Sat, Jul 26, 2014 at 5:19 PM, Andrew Nartker [redacted] wrote:
>
> > (+Alex)
> >
> > Hi Patrick,
> >
> > That button looks really neat! Thanks for sharing. [redacted]
> >
> > Safe travels,
> > Andrew
> >
> > On Fri, Jul 25, 2014 at 7:32 AM, Patrick Buckley <patrick@dodocase.com> wrote:
> >
> > > Hi Andrew,

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It has been a great week at DODOcase on the cardboard VR front. We have been getting a lot of retail interest from a variety of stores from Frye's, Urban Outfitters and Barnes and Noble.

We are starting assembly on Monday and have almost every component for the kits in house now.

I am most excited by what I think is a breakthrough on a very simple conductive touch button for the cardboard viewer. Check out the attached video clips.

The design is a simple plastic sheet coated with antistatic bag (I think mylar or metallic candy wrapper would also work) or thin copper sheet that buckles and bends to make contact with screen. It works reliablly, is super simple and something a person could make at home. Please pass along the idea to Alex, I don't beleive I have his email.

Double click is not as intuitive with this button mechanism. I think it would be better of the software responded to a single touch event. If false positives are a problem then maybe it can be narrowed down to a touch somewhere close to the center of the screen. I am imagining that the edge of the viewer might cause errant touch event and that is why you guys made the action double tap.

We also tried some stuff that didn't work as realiablly ...

Persistent overlay with conductive traces

- Thin vinyl sheet with thin copper trace that lays directly on top of screen, Copper is touched by finger away from screen with the thought that capacatince of body would be carried to desired zone. Does not work reliabally. I havn't been able to get any solution That has something persistently touching the screen to work.

I hope all is going well over at Google. I am in NY Monday and Tuesday if you think of anyone it would be helpful for me to meet in the city.

All the best,

Patrick

> Thanks, Alex and I will see you next Weds at 3:30pm.
>
> [redacted]
>
> See you soon,
> Andrew
>
> On Fri, Jul 11, 2014 at 2:57 PM, Craig Dalton <craig@dodocase.com> wrote:
>
> > Thanks, Andrew.
> >
> > Wednesday afternoon works great for a visit. We'd love to brainstorm with you and Alex. How is 3:30 or 4 pm?
> >
> > We should have some final production V1 prototypes on hand with graphics to show you. They are looking great as is the retail packaging. We think it is going be a 'youtube' worthy unboxing experience.
> >
> > Our formal PR efforts and outreach are going to get kicked off next week so we'll keep you posted on opportunities that we can wrap you into (like the Emmy's).
> >
> > Are you guys able to spread the work via PR or the Google+ community on our 1 to 30,000 blog post? We are adding video this afternoon and think this 'DIY' audience is really going to love it.

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Craig

****

Craig Dalton
CEO
DODOcase
415 602 6066

On Fri, Jul 11, 2014 at 2:23 PM, Andrew Nartker [redacted] wrote:

Hi Patrick, Craig,

I shared this with the team, and they're all really excited with your progress

[redacted]

* **Conductive button**: Agree this could have benefits. We experimented briefly with this but didn't fully refine. Alex, one of our lead designers, has offered to visit DodoCase next week to share our tips here. Are you free next Weds afternoon/end of day? I'll try to join him as well if I can.

[redacted]

Thanks,
Andrew

On Fri, Jul 11, 2014 at 11:25 AM, Andrew Nartker [redacted] wrote:

Hi Patrick, Craig,

Great news on the production schedule & demand! The blog post is awesome.

I'm meeting with the team right now. We'll take a look at these things, and I'll send along relevant feedback shortly.

Andrew

On Thu, Jul 10, 2014 at 10:07 PM, Patrick Buckley <patrick@dodocase.com> wrote:

Hi Andrew and Clay,

I just wanted to give you a quick update on this past week. Lots of great stuff is happening hear at DODOcase.

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We are rolling with a first production run of 40,000 units and are on schedule to start shipping before the end of July. That puts us just under 5 weeks from our first order, and well within our 6 week promise to customers.

We are also keeping everyone up to date on where we are on the company blog. I thought you might enjoy our most recent post on how you make anywhere between 1/hr and 30,000/hr cardboard viewers...

http://www.dodocase.com/blogs/dodo-blog/14801205-how-to-make-1-to-30-000-virtual-reality-cardboard-headsets-an-hour

A couple of items that would be great to get your feedback on...

- What is the best way for us to share photospheres with people so they can view them in VR mode in the cardboard viewer? I thought google views might be a good way to do that but couldn't find any support for VR in the app. https://www.google.com/maps/views/

[redacted]

- Would love any feedback you have on the art work we are finalizing for the headset and the outer packaging. Attached here. We are trying to finalize by end of tomorrow so please let me know your thoughts quickly if you have any.

- I noticed for the double tap trigger in the #cardboard app it pops open the top and bottom nav bars but using the magnetic trigger it does not. Anychance you guys are going to make both magnetic and double tap behave the same way? I think we have a clever/elegant way to make a conductive tap button which has a couple advantages...

- Eliminates a potential choking hazard for children. I spoke to children toy safety lab and thye said if you ever wanted to market or give these to children under 12 the design would have to change.
- Could work universally on all smartphones, versus only working on ones with hall sensors.
- It could help make this a better holiday gift product by eliminating child safety concerns.

I hope all is going well with you guys. Please let me know if there is anything we can do to help out.

Thanks,

Patrick and Craig

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