FF

GAFF

KÜNYE PERSONNEL TRACKING SYSTEM

GAFF

INTRO

The Künye presents a groundbreaking product in its field. This innovative solution is developed to address the fundamental needs of users in defense, security, and emergency services, such as monitoring user movements, distinguishing between friend and foe, and establishing emergency communication. The Künye aims to provide users with a safer and more effective solution, offering the potential to enhance the efficiency of defense and security operations.

02

GAFF

ENTERPRISE VISION

The core vision of Künye is to revolutionize the fields of defense, internal security, emergency and disaster management, as well as commercial and industrial applications, with the ultimate goal of making the world a safer place. Künye aspires to offer a better future to its users by addressing the challenges encountered in the specified areas and aims to contribute to more effective and secure operations in defense, security, and related fields. Our vision also includes the continuous development of Künye in alignment with advancing technologies.

GAFF

PROBLEM

Künye addresses the fundamental challenges encountered by users in defense, security, and emergency services. Particularly, difficulties in friend-foe differentiation, challenges in determining the location of personnel, and the lack of effective communication for emergency situations can jeopardize defense and security operations. These issues can lead to time loss, erroneous decisions, and even casualties. Künye aims to solve these problems, striving to provide users with a better operational experience by overcoming these challenges.

TECHNICAL SPECIFICATIONS - HARDWARE

- Processor: A high-performance processor enhances operational efficiency with rapid data processing capability.
- Battery: A robust dual-battery system provides extended usage for prolonged periods.
- GPS: Precision in location determination enables real-time tracking of personnel with maximum accuracy.
- RF Module: An RF module designed for high communication power and broad range.
- Power Layer: Optimized power layer for extended battery life, ideal for prolonged field operations.
- PCB Material: Durable and lightweight PCB materials enhance portability.
- Aluminum Casing: A lightweight and durable aluminum casing serves as an excellent option for device security and portability.

TECHNICAL SPECIFICATIONS - SOFTWARE

- Language Support: Offers multilingual usage with interface options in Turkish, English, Russian, German, and French.
- Encrypted Communication: Provides encrypted communication for data security, preventing unauthorized access.
- Mesh Network: Ability to establish an independent network with Mesh Network technology, enhancing communication.
- Standby Mode: Low power consumption and operational standby mode extend battery life.
- Map Compatibility: The ability to download and adapt any map to geographical or MGRS coordinate systems provides customization options.

TECHNICAL SPECIFICATIONS - FUNCTIONALITY

- Friend-Foe Differentiation: The ability to define and distinguish friend from foe enhances the safety of friendly fire.
- SOS Mode: Capability to identify which device is sending an SOS signal in emergency situations facilitates emergency management.
- Shot and Hit Counter: Integrated into firearms, the ability to digitally count shots and hits simplifies monitoring of training and operations.
- Modular Design: A modular design incorporating components such as processor, power, GPS, and RF modules facilitates the portability and maintenance of the device.

![FF GAFF logo]

USER/CUSTOMER

Künye aims to target professional users in defense, security, and emergency services. This includes military personnel, security operation teams, emergency services, firefighting teams, and more. To reach its users, we plan to collaborate with stakeholders in the defense and security industries. Additionally, it's important to note that Künye has a broad range of applications and can be utilized in other industries as well.

9

GAFF

SOLUTION

Künye offers a tracking and communication system based on advanced technology. Users can distinguish between friend and foe, track personnel, and establish effective communication in emergency situations through this system. Compared to existing technologies, Künye provides a safer, user-friendly, and more effective solution. Its uniqueness lies in features that allow users to download any map and adapt it to different coordinate systems, enabling them to see their real-time coordinates on the map. This capability, based on robust details, empowers users to better plan their operations and make faster decisions.

MARKET

Defense, security, and emergency services represent a significant global market. Künye aims to capitalize on this market and provide substantial value with its unique solution. The growth trends in the defense and security industries indicate the growth potential for Künye. Particularly, the development of emergency services and the growth in civilian security applications demonstrate the opportunities for Künye to expand in the market.

MARKET STATUS

Künye operates in a competitive market. However, based on the results of the competitive analysis, we observe that Künye possesses unique features that set it apart from its competitors. Particularly, strengths such as technological superiority, a user-friendly interface, and the ability to customize for the needs of field personnel distinguish Künye. Additionally, the growth trends in the security and tracking domain indicate a positive period for the market. Consequently, Künye's competitive advantages and unique solution align well with the growth potential of the market.

UUSAGE AREAS - DEFENSE

Künye can be employed in various critical tasks within the defense sector. Here are some usage areas:

- Armed Forces: Can be used for personnel tracking and coordination.
- Border Security: Enhances operational efficiency at borders.
- Special Forces: Suitable for use in confidential and sensitive missions.

USAGE AREAS - INTERNAL SECURİTY

Künye also provides significant value in internal security operations:

- Counterterrorism: Can be utilized in counterterrorism operations to enhance personnel safety.
- Public Safety: Applicable in public safety operations, facilitating the swift and effective management of incidents.
- On-site Monitoring: Enables fast and reliable communication to on-site teams during incidents.

USAGE AREAS - DISASTER MANAGEMENT

Künye is a crucial tool for emergency situations and disaster management:

- Natural Disasters: Facilitates personnel tracking and coordination in disasters such as earthquakes, floods, fires, etc.
- Rescue Operations: Can be used for personnel tracking and safety in rescue operations.
- Post-Disaster Recovery: Assists in the effective management of people and resources in the aftermath of a disaster.

USAGE AREAS - COMMERCIAL AND INDUSTRIAL USE

Künye also provides significant benefits in commercial and industrial use:

- Construction: Personnel tracking and safety on construction sites.
- Energy Sector: Personnel coordination and safety in energy facilities.
- Logistics and Transportation: Monitoring and management of transportation operations.

USAGE AREAS - OTHER SECTORS

Künye offers various applications in many sectors:

- Sports and Entertainment: Tracking and ensuring the safety of participants in sports events.
- Agriculture: Monitoring and managing agricultural operations.
- Tourism and Adventure: Ensuring the safety and guidance of tourists.

USE AND SAFETY

The Künye device offers users a wide operational framework through optional audio and visual integration. However, the modules' low output power may result in a certain level of radiation exposure during prolonged use.

In any case, adherence to safety measures specified by the manufacturer is crucial. Utilizing the Künye device with ballet and helmet helmets provides additional protection, emphasizing the importance of reflective effects and high placement for usage safety.

Optional audio and visual integration enhances the device's functionality, but it is important to be mindful of safety measures. For any questions or further information, feel free to contact us.

GAFF

BUSINESS MODEL

Künye's business model allows users to access a one-time purchased service. Users lease both the devices and the software. Additionally, we offer additional services for special requests and customizations. Our revenue journey is built on purchase revenues and income derived from additional services. Furthermore, Künye's ability to be utilized in various industries provides our business model with further growth potential.

TEAM

Künye is developed and managed by an expert team at Gaff Elektronik. Team members bring extensive experience in areas such as defense, security, software development, engineering, and business development. Our collective experience and collaborative capabilities ensure the success of Künye. Our team has a strong background in understanding and meeting the needs of the defense and security industries. Retired police chief Türehan Serkan Kocaçiftçi leads our team. With extensive field experience during his service, he recognized the critical need for Künye and initiated its development. Murat Temur serves as an Industrial Engineer, while Ibrahim Doğu Kocaçiftçi contributes as a Computer Engineer in our team.

FUTURE VISION

Künye will become smarter and more autonomous in the future with the integration of artificial intelligence (AI).
Here are some examples of AI model integration:

AI Integration - Advanced Data Analysis:
The Künye device will utilize advanced AI algorithms to process and analyze the data collected from the field.
This will enable faster and more effective interpretation of data, providing decision-makers with better insights.

FUTURE VISION

AI Integration - Predictive Maintenance:
Artificial intelligence will be used to predict the condition of Künye's parts and components in advance. This allows for predicting maintenance requirements and proactively preventing unnecessary breakdowns, ensuring the device operates smoothly for a longer period.

AI Integration - Enemy and Threat Detection:
The Künye device will have advanced enemy and threat detection capabilities through AI. This will make field operations safer and more efficient, better preparing users for potential dangers.

AI Integration - Automated Processes:
AI will automate and make Künye more autonomous. For example, it can perform automated actions such as sending an SOS signal under specific conditions or activating protective measures automatically when a certain threat is detected.

GAFF

SUMMARY

Künye offers a unique solution in the defense and security field and has the potential for market growth. Its problem-solving capabilities, strong team, and opportunities for expansion make Künye a valuable asset. Particularly, with its user-friendly interface, unique tracking capabilities, and customization options, Künye has the potential to become a leading player in the market.