

**D2IR**  
Disruptive thermal imaging platform

Type of Security: Common Equity \$5,688,000 98

Invested: \$100,000 - \$450,000 Minimum Investment: \$100

Founded: 1998 Employees: 50

Headquarters: Minneapolis, MN Technology

ABOUT D2IR

Digital Direct, Inc. is a Minneapolis based company that has developed a disruptive thermal imaging platform that thermal analysis and the specialty sensors required for thermal imaging. Our technology is the world's first industry wide thermal sensing and security first response for firemen and police, healthcare, automotive and mitigating risks.

Our design is very robust and it's unique in that it's a platform to deliver products in a variety of form factors including mobile, stationary, and handheld. Our platform is designed to be a multi-sensor system that can be used for a variety of applications to manufacture a large spectrum of cameras in camera arrays. We have a core product line of cameras that can be used for a variety of applications to manufacture a large spectrum of cameras in camera arrays. Our images are taken in real time and are processed in real time.

Our core consists of experts in technology, finance and strategic planning. We also expertly gather a network of our markets with established companies and will further our distribution capabilities.

**WHY YOU SHOULD INVEST**

Digital Direct, Inc. is one of the highest growth industries including healthcare, safety and environmental protection.

Our products will not only serve tens of thousands of people, but also new industries of users. Our technology will capture the next generation needs of consumers which will be to detect humans in the heat at a much earlier stage. Our sensors in the automotive market will provide early detection of potential problems before they become major issues. Our products will be used in a variety of industries to detect anomalies in the environment. In addition, we have partners based on our 3D ring array lens design, our multi-sensor camera and related array.

Our value proposition is comparable to our competitors. Our design is very robust and it's unique in that it's a platform to deliver products in a variety of form factors including mobile, stationary, and handheld. Our platform is designed to be a multi-sensor system that can be used for a variety of applications to manufacture a large spectrum of cameras in camera arrays. We have a core product line of cameras that can be used for a variety of applications to manufacture a large spectrum of cameras in camera arrays. Our images are taken in real time and are processed in real time.

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**Our Business**

**Our Services**

**Market Opportunity**

**Comparison of Normal Vision and Thermal Imaging**

**Comparison of Normal Vision and Thermal Imaging**

**HOW WE INTEND TO MAKE MONEY**

In the security, fire, responder and disaster markets we expect to be advanced manufacturing facilities to build a product which we intend to sell through a network of distributors, dealers, resellers, original equipment manufacturers, and value added resellers.

In the automotive market and the healthcare markets, it is our expectation that we'll license our technology to third parties and collect fees on a upfront payment as we are ongoing rapidly.

We have full disclosure on financials, terms and believe we can receive a purchase order shortly after showing our demonstration proof.

**WHY WE ARE RAISING CAPITAL, AND WHAT WE'LL DO WITH IT**

Digital Direct, Inc. expect to accomplish several key milestones with this funding:

- We are expanding our manufacturing facility and securing our premises.
- We are expanding our sales and marketing team.
- We further expect to produce a revised 3D ring array lens design.
- There will be a portion of the proceeds on a phase I study of our medical grade 3D ring array technology, which will enable us to demonstrate the value of our technology.
- Finally, we will use a portion of the proceeds for additional patent filings and the working capital.

**TARGET MARKET**

The thermal imaging market is over \$1 billion. We believe that the market will expand with a product that has new features and a lower price point.

The healthcare market as we are defining it is over \$1 billion worldwide and growing.

We estimate that the automotive market for our safety version is greater than \$2 billion.

**TEAM**

**PETER KAUFMAN**  
President, CEO and Managing Director

**HOWARD CARPENTER**  
Vice President of Sales

**DR. NM RAYHINDA, PhD**  
Vice President of Research and Development

**DR. MARVIN HUTCH, PhD**  
Vice President of Manufacturing

**BRAN JAMESON PhD**  
Vice President of Marketing

**DOCUMENTS**

Official Filing on SEC.gov  
Company Documents  
Protocols  
Investor Documents

**OVERVIEW AND TERMS**

**FINANCIAL DESCRIPTION**

|                                 |                                 |
|---------------------------------|---------------------------------|
| Type of Security: Common Equity | For Money Invested: \$5,688,000 |
| Minimum Investment: \$100       | Price per Share: \$50           |
| Minimum # of Shares: 200        | Minimum # of Share: 9,000       |

**FUND**

|                        |   |
|------------------------|---|
| Invest \$250 or more   | You get your name as a listed in our official |
| Invest \$1,000 or more | Digital Direct Bumper Sticker                 |

**ASK A QUESTION**

Type your question...

**ANSWER**

I'd Like to Invest in D2IR!  
INVEST A P/M COMMISSION

**ABOUT US**

Investor Relations  
Investor Portal  
SEC Filings  
EAC

**INVESTOR RESOURCES**

Investor Portal  
SEC Filings  
EAC

**BUSINESS RESOURCES**

Advertising and Communication  
Business Plan  
How Much Should I Fund  
Investment Valuation Calculators

**LEGAL**

Terms and Use  
Privacy Policy  
Annual or Quarterly Report  
D2IR Disclosure