



# Sunlight Changes Everything

## The world's first Edge-AI-powered, privacy-first premium heliostat

### About ohoya

ohoya is developing the ohoya Heliostat — a precision sun-tracking mirror system that actively redirects natural sunlight into dark living spaces and outdoor areas. What distinguishes it from all previous solutions: a fully local Edge AI layer detects and prevents glare in real time — no cloud, no data storage, no subscription. The company was co-founded in Berlin by Matthias Peter Schulz and Enrico Mansour Azar.

### Product at a Glance

|                      |                                                                                                                                                                                                      |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product              | ohoya Heliostat (Base & Bundle)                                                                                                                                                                      |
| Price                | €699 (Base) · €1,099 (Bundle) — pre-launch from €599 / €799                                                                                                                                          |
| Founders Reservation | from €49 (Base) / €99 (Bundle) at ohoya.de — fully creditable, refundable anytime; 50 spots per tier                                                                                                 |
| Technology           | Precision two-axis tracking (<0.05°) · Edge AI (MobileNet-SSD on ESP32-S3) · OmniVision OV2640 camera with mechanical privacy shutter · AMG8833 thermal sensor · LiFePO4 battery (up to 43 h) · IP65 |
| Key differentiator   | 100% local AI — no image leaves the device (vectors, not pixels) · no cloud, no account, no subscription                                                                                             |
| Status               | Working prototype demonstrated (Proof-of-Light); pre-series development — EN 62471 safety testing & AlSi10Mg series housing (Berlin)                                                                 |
| Company              | ohoya GmbH (i.Gr.), Berlin, Germany                                                                                                                                                                  |
| Founded by           | Matthias Peter Schulz & Enrico Mansour Azar                                                                                                                                                          |
| Availability         | Crowdfunding Jan–Feb 2027 · delivery Q2/2027                                                                                                                                                         |

### The Problem & The Solution

Millions of homes across Europe and North America suffer from insufficient natural light — due to shading, north-facing orientations, or poor room layouts. Artificial light is static: the same color temperature at 8am as at 4pm. Natural sunlight is dynamic — blue-rich in the morning, warm and red in the evening. Insufficient daylight disrupts circadian rhythms, and with them: sleep quality, focus, and long-term well-being.

The ohoya Heliostat tracks the sun with a precision two-axis mechanism and directs sunlight exactly where needed. The integrated Edge AI detects in real time whether people might be dazzled and automatically corrects position — all processing runs exclusively on the device itself.

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## Story Angles

### Health & Circadian Biology

WIRED · Fast Company · Popular Science · Vox

Why insufficient natural daylight has measurable consequences for sleep, focus, and immune function — and how a technically elegant mirror solves an architectural problem without construction.

*Hook: "Your apartment is making you more tired than you think."*

### AI & Privacy

A consumer product with a fully local AI chip — no cloud dependency, no facial recognition, no data outflow. The antithesis of the typical smart home industry.

*Hook: "The house thinks for itself — and keeps everything to itself."*

### Architecture & Interior Design

Daylight as the most underestimated design element. How a Berlin startup transforms north-facing rooms, home offices, and shaded terraces — no construction, no fixed installation.

*Hook: "The architect everyone can afford."*

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## The Founders

### Matthias Peter Schulz, Founder

A serial entrepreneur who founded his first company while studying business administration — interactive fitness videos and e-learning, well before the streaming era. He sold the business to IBM in multiple stages. Since then he has co-founded several startups, consistently combining technical innovation with entrepreneurial execution. At ohoya, he leads brand, marketing, and business development.

### Enrico Mansour Azar, Founder & CEO

A physicist and mathematician by training, shaped by consulting engagements at Accenture and a management role at Deloitte. At ohoya, Enrico owns strategy, product development, and fundraising — bringing the rigor of a natural scientist to business decisions.

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## Quotes

*„For thousands of years, we moved further and further from nature to create our modern lifestyle. With ohoya, we reverse that journey: using today's most innovative technology to bring real, natural sunlight back into everyday life."*

— Matthias Peter Schulz, Founder

*„Sunlight is living light. In the morning it carries more blue, in the evening more red. Sometimes a cloud passes in front of it — and it's not always the same intensity. But that's exactly what life is."*

— Enrico Mansour Azar, Founder & CEO

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## Available Assets

- High-resolution product photography (Base, Bundle)
- Product video
- Technical fact sheet
- Founder portraits on request

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## Press Contact

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