Main Product Features:
- MotionEngine: Air enables a more advanced form of interaction using 3D motion control with point and click control
- Orientation compensation ensures your inputs will be translated effectively, whether the controller is facing the screen or not
- Event classifications like pick-up, flip, and stability detector enable power savings
- Gestures like flick, shake, tap, twist, and circles allow for streamlined UI controls
- Flexible software package can be modified to fit customer needs
- Pre-qualified for use with mainstream inertial sensors from leading sensor vendors

Feature Demonstration:
- Draw Tab:
  - Draw with the in-air cursor like you would in a classroom or presentation
  - Make a "Double Circle" gesture to change colors of the art
  - "Shake" the pen to erase
- Photo Tab:
  - Control the album from afar. Swipe slideshow left and right with a "Flick" gesture in the corresponding direction
  - Zoom in and out of photos with "Virtual Controls" (like turning a kitchen stove knob)