

metaphors

brand
identity

company

Metaphos is building the next generation of ultra-portable super cameras. We're leveraging solid-state nanostructures that capture UV and visible light to bring multispectral capabilities to consumers everywhere.

goal

I was tasked with designing the the visual identity for Metaphos, including branding guidelines, pitch decks, product renders, and the company website.

logo (old)

Metaphos

logo (new)

metaphos
BEYOND SIGHT

typography & colors

titles & headings

Comfortaa

Chosen for its clean, geometric curves and approachable personality, balancing technical precision with a sense of accessibility that fits Metaphos’s identity.

body text

Open Sans

Chosen for its versatility and clarity. Its neutral, modern forms convey trust and technical sophistication while maintaining readability across both digital and print applications.

accent
#3335ba

accent
#cc1794

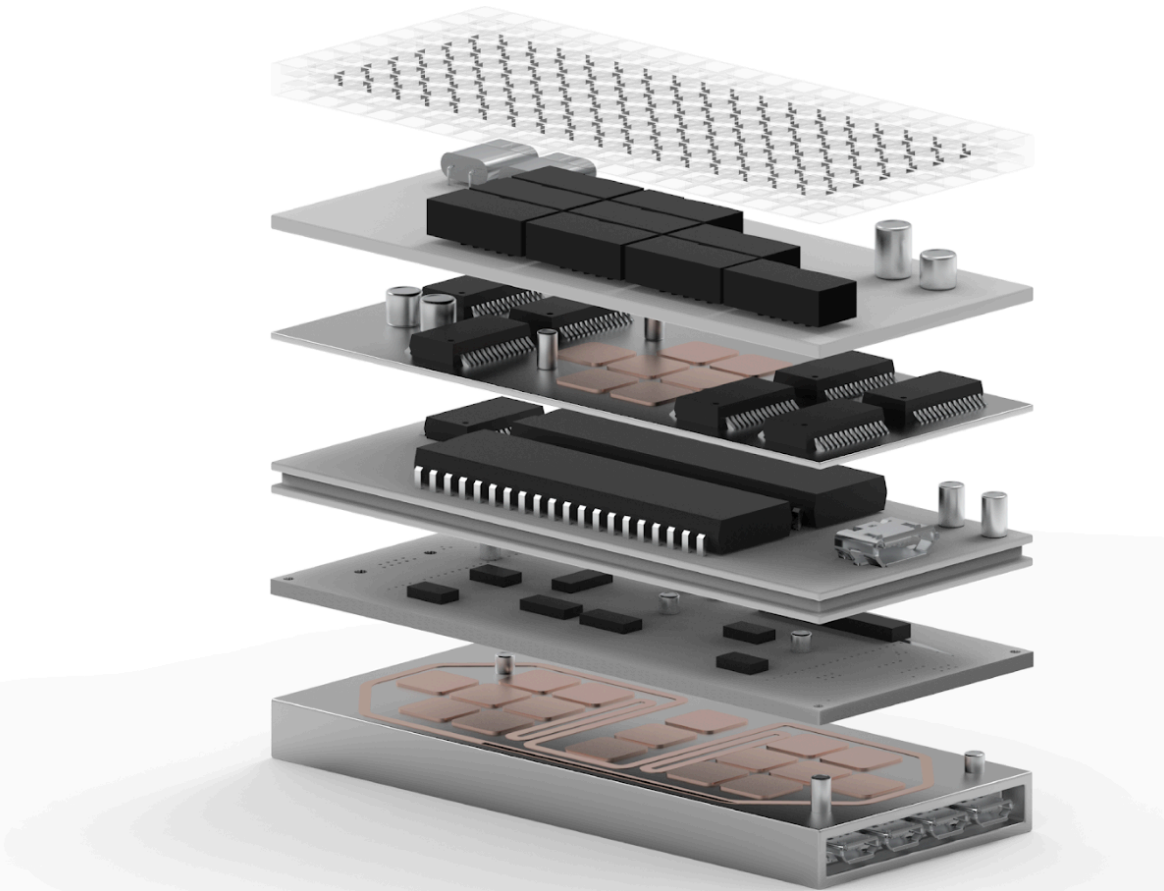
gradient
#cc1794 > #3335ba

secondary
#ffffff

main
#000000

pitch deck

metaphos



contents

01	02	03	04
Who we are	Problem & solution	Product	Manufacturing process
05	06	07	08
Market	Fundraising	Milestones & next steps	Our team

metaphos

who we are

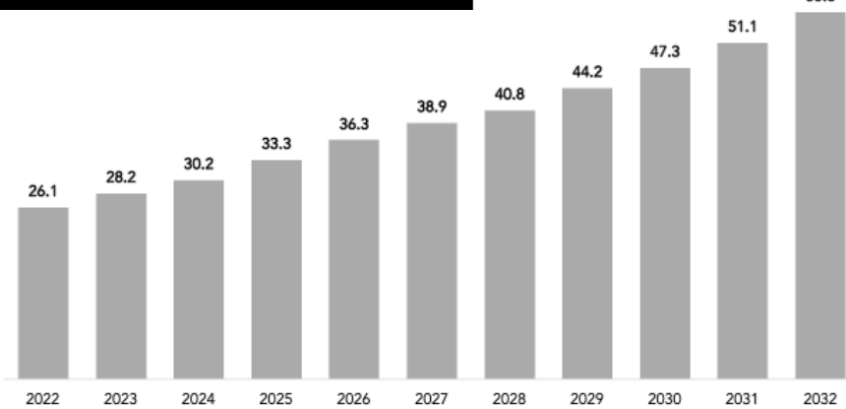
company

Metaphos is a semiconductor company focused on the area of nanophotonics. Metaphos builds both the hardware and the software application layer to redefine how multispectral sensors work.

our mission

Metaphos has designed and built the next generation of ultra-portable “super cameras.” We leverage nanophotonics to capture different spectrum with minimal power consumption. Our product is a novel architecture, which makes our camera easy to integrate into any device, providing it with capabilities that unlock unique market applications not feasible before.

Global CMOS Image Sensor Market Size (USD in billions)



Key CMOS Market Growth Factors

- 1. Smartphones (2021) 61% market share (2023) 45% market share = \$13B
- 2. Automotive
 - a. (2023) 15% market share = \$4.3B
 - b. Fastest growing CMOS application
 - c. CAGR 29.7%

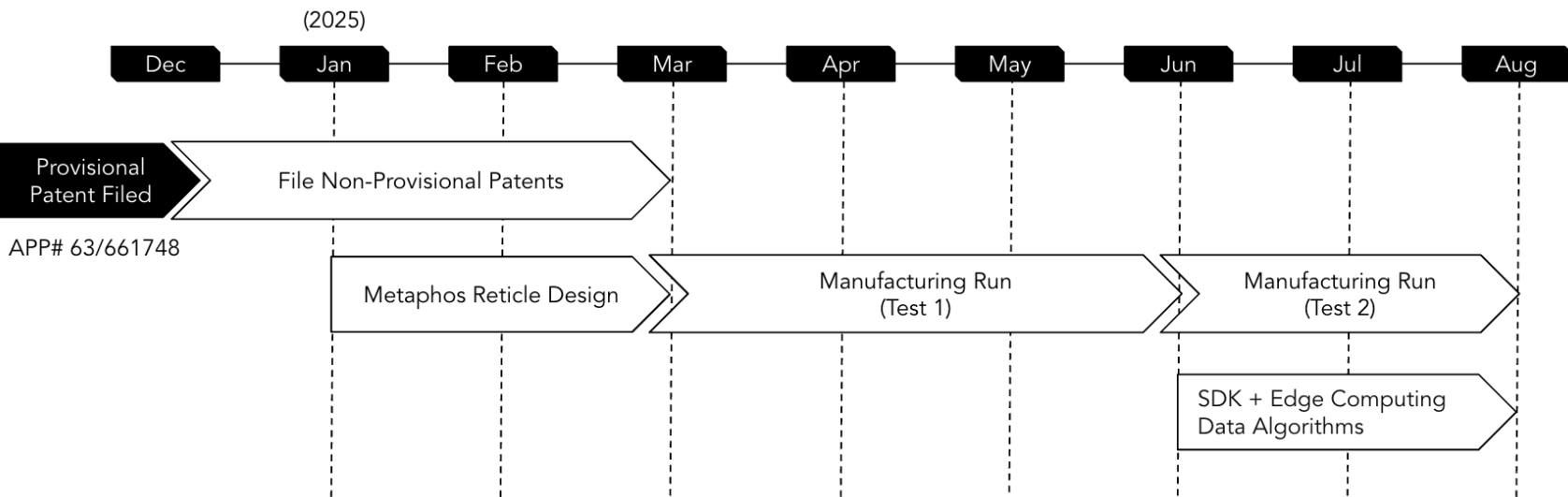
development timeline



metaphos

milestones & next steps

Seed round funds will be invested in the following key activities:



metaphos

website

metaphos

ProductTeamContact

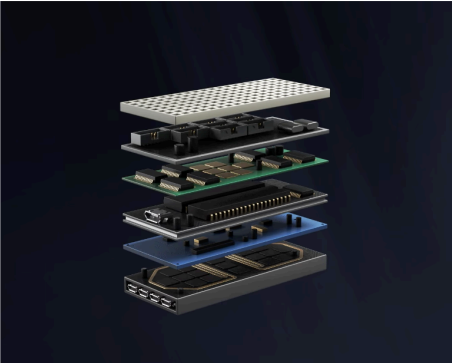


A new industry standard for camera manufacturing.

Multispectral imaging, made accessible and efficient.

our colors

Capturing light as a wave marks a paradigm shift, allowing us to overcome the limitations of traditional RGB imaging.



CMOS, REINVENTED.

We replace two layers of the traditional CMOS structure—the microlens and Color Filter Array (CFA)—with a more efficient, multicolored, single-layered silicon nanowire structure.

This approach allows us to avoid additional manufacturing costs while maintaining portability, essential for crafting the next generation of smartphones, UAVs, and more.

key features



SEES BEYOND RGB

Our current prototypes measure wavelengths from 400nm – 950nm vs a traditional stepped R 590nm / G 540nm / B 436nm.



GREATER LIGHT ABSORPTION

Traditional CMOS sensors absorb less than 50% of light. Metaphos nanostructured sensors absorb 90%.



ELIMINATES MICROLENS ARRAYS

Our sensors eliminate the need for traditional microlens arrays to focus light on sensitive areas.



ULTRA-LOW POWER CONSUMPTION

Because it's a solid-state structure, the power consumption is minimal.



HIGH RESOLUTION VIDEO CAPTURE

This sensor can provide multispectral video up to 60fps at 4K resolution.



multispectral CMOS made possible

Metaphos brings a paradigm shift in how CMOS cameras perceive light: not merely as a ray, but as what it truly is—a wave that constitutes part of the electromagnetic spectrum.

Our proprietary multispectral nanowire filter integrates with any CMOS sensor on the market, without alterations to the current manufacturing process. This is achieved through the creation of sensors within a single-layer silicon filter that analyze color, with remarkably low power consumption.

Our team

applications

From enhancing smartphones to creating life-saving tools, Metaphos revolutionizes CMOS camera technology by enabling color analysis beyond traditional RGB limitations.

HEALTHCARE

Accessible life-saving tool.

Multispectral imaging has proven valuable in detecting counterfeit drugs and determining the concentration of adulterants in various substances.



DEFENSE

Detect hazardous chemicals.

Our enhanced cameras are able to detect hazardous chemicals in the air and could be attached to UAVs for area surveillance or military use.

PRECISION AGRICULTURE

Increase crop yields.

Plant coloration reveals much about a crop's health, allowing farmers to quickly apply treatment to affected areas or even optimize the use of fertilizers, water, and pesticides.



AUTOMOTIVE

Safer driving experiences.

With smart cars already on the market, adding a multi-spectral camera would significantly improve driver assistance systems through obstacle detection, as well as night and fog vision.

Learn more

our story

We've spent six years pioneering a key technology for the next generation of super cameras. This is our journey.

2018

Initial concept

"Light is not a ray, it's a wavelength that is part of our

team



FAWWAZ HABBAL, PHD

CEO / CTO



VICTOR MURRAY, PHD

AI Modeling & Material Identification



AMIT SOLANKI, PHD

Simulation & Manufacturing



GAIL ALDERSON

Product Design



HANDON UM, PHD

Manufacturing & Hardware Integration



KEN MICHALEK

Mechanics & Optical Alignment

board



LUBA GREENWOOD

CEO @ Kojin Therapeutics



BRIAN MODOFF

CEO @ MC3 Ventures



CARL

CEO @ P

advisors



GREG WATERS

CEO @ MatrixSpace



LUIS PINEDA

Retired SVP @ Qualcomm (QCT)



PASI

Former

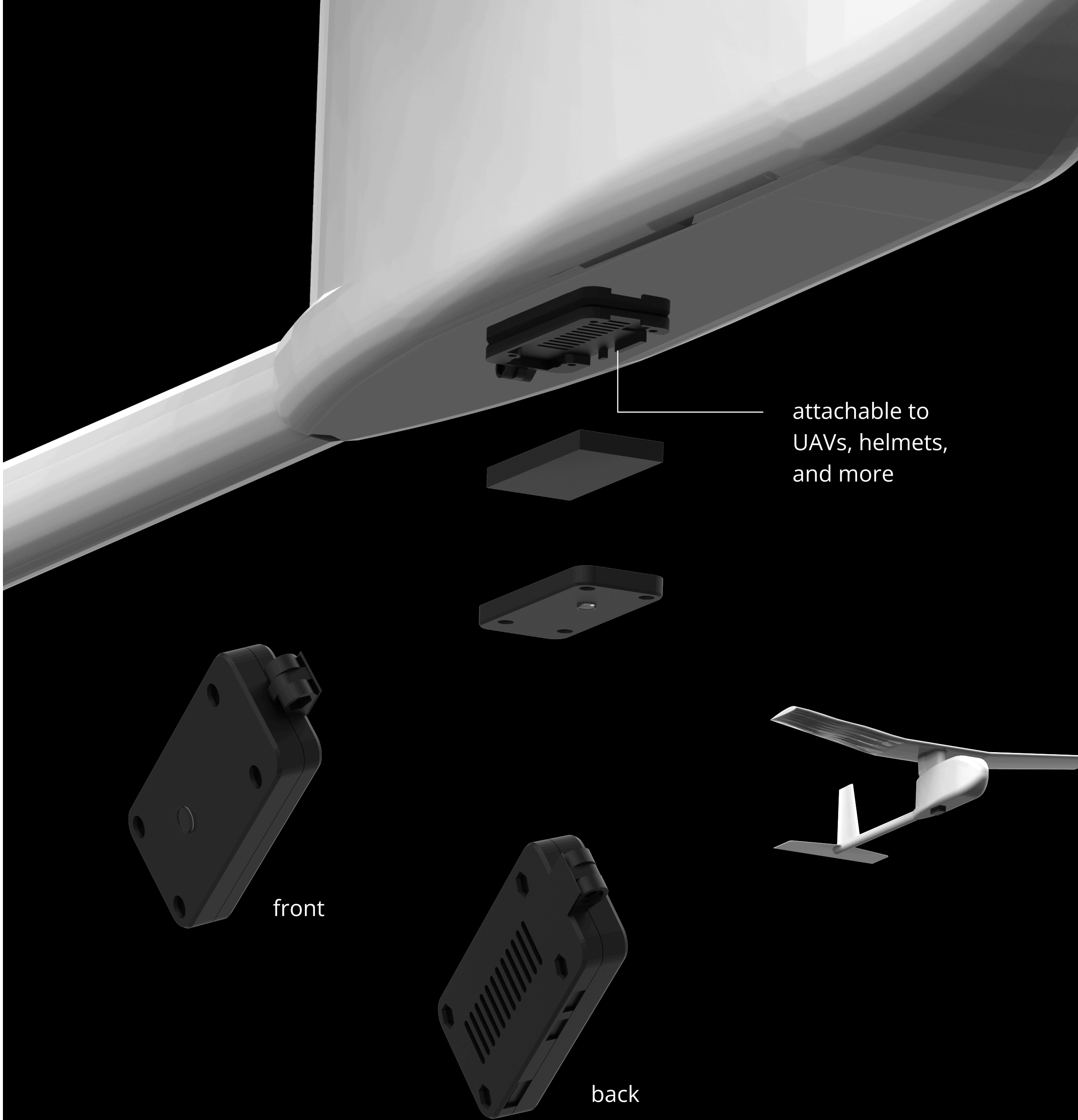
investors



renders



(identification of illegal and
counterfeit substances)



(surveillance of hazardous
chemicals and drones)