

# Innovation in baby & child care

- Safety & wellness sensing
- Connected communities
- Smart products for infant development



## Opportunity discovery to full product development

Next generation baby & parent equipment

Sensors, IoT devices & remote interaction

Haptic vibration, imaging & acoustics, VR and augmented reality

Smart play yards, strollers, swings, car seats, baby toys, feeding & care



## Technology trends in child & baby care →

As a new generation of young people become parents the baby equipment market is set for innovation. Post millennials are more tech-savvy and accepting of technology as well as trustful of what it can deliver. In parallel, the cost of sensors is falling and connectivity is becoming ubiquitous. More than ever, there is now a more obvious market opportunity for manufacturers of baby equipment.

## Sagentia in child & baby care →

We understand that mum and dad know best but sometimes they need a bit of support. Working in partnership with manufacturers of baby equipment we use our deep scientific and technology capabilities to deliver innovation and major advancements in baby care and safety.

Our work spans technology scouting and market landscaping, proof of principle investigation, concept development, design, prototyping, verification, full product development and transfer to manufacture.

At Sagentia, we work across the development lifecycle:-



initial need and market analysis



technically-feasible concept generation



technology and product development



transfer to manufacture

## Next generation child & baby care

From opportunity discovery to full product development

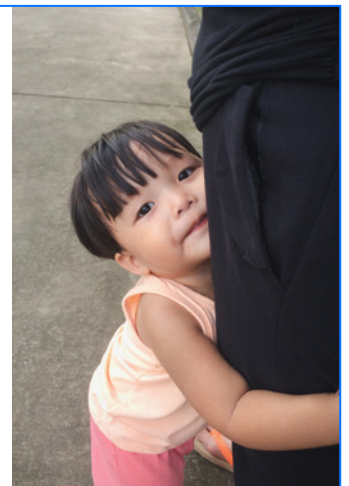
More details overleaf →



## Baby and child monitor

Development of an award-winning low-cost, wireless wrist monitor

Full case study overleaf →



## Next-generation child & baby care

From opportunity discovery to full product development



## Baby & child monitor

Development of an award-winning low-cost, wireless wrist monitor

### Challenge ↪

Our client asked us to develop a low-cost wrist monitor worn by both the child and the parent for alerting when a baby cries or a toddler wanders off out of range.

### Approach ↪

Sagentia created a novel, low-power battery-driven radio as a base for the solution that included:-

- two units, one for the parent and one for the toddler
- monitoring of up to 3 children simultaneously
- warnings if a child cries or exceeds a set distance range
- also monitors room temperature and functions as a digital watch
- product size of only 35mm

### Benefit ↪

- 'Best of Innovation' winner in the CES Innovation Design & Engineering Awards
- Battery life of 6 months
- Highly integrated electronics & design



'Best of Innovation' winner in the CES Innovation Design & Engineering Awards

## Contact us

The above are just two examples of our work in baby & child care. For more information, please email us at [info@sagentia.com](mailto:info@sagentia.com) or visit us at [www.sagentia.com/babycare](http://www.sagentia.com/babycare)