



ChildCare

Children position tracking via social network

The Team

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SIEMENS



The Problem

An average of approx **40** children
have died in hot cars each year in the
USA since 1998
(In Israel **4** each year).



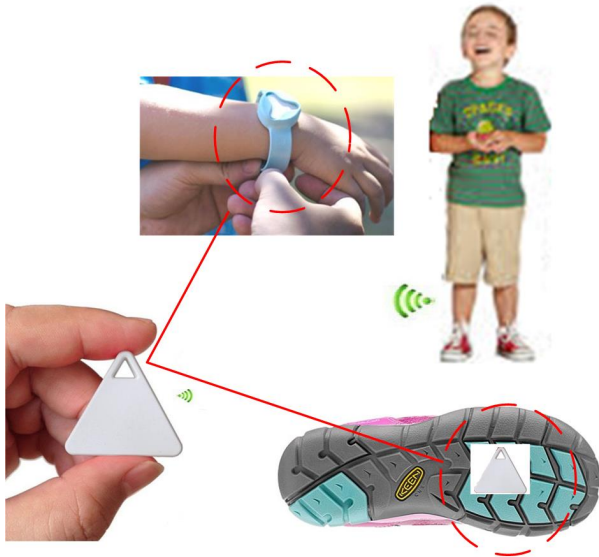
Existing Solutions

- The current existing solutions are in many cases
 - Expensive
 - Complicated
 - Ineffective (False Alarms)
- “It won’t happen to me” attitude



Our Solution

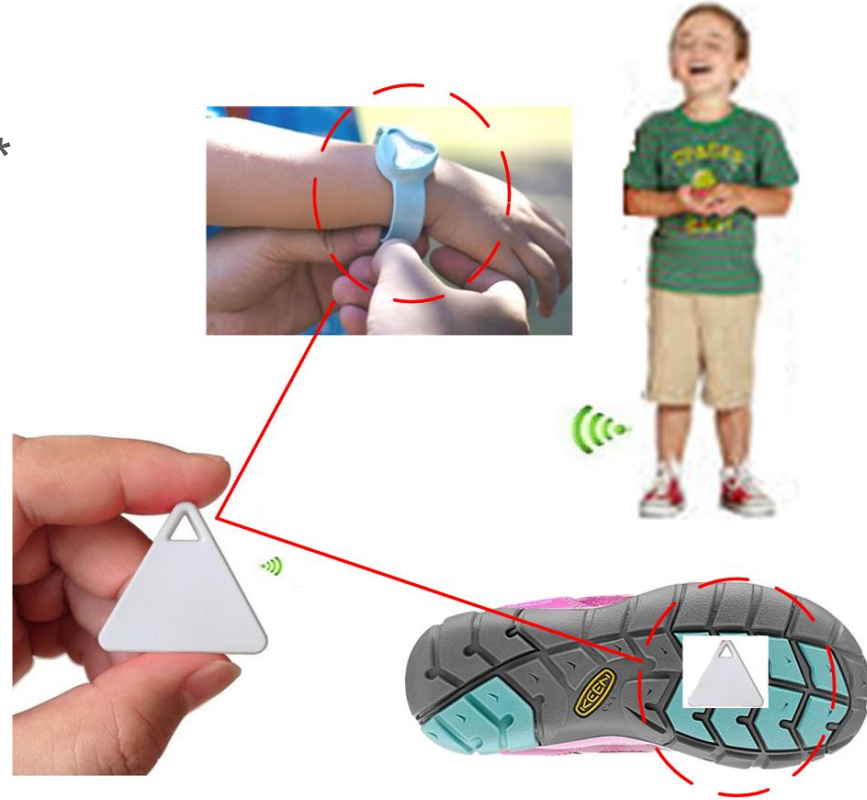
Existing **BLE** (**B**lue**T**ooth **L**ow **E**nergy) technology merged into Social Network technology



Demo

BLE (BlueTooth Low Energy) Transmitter

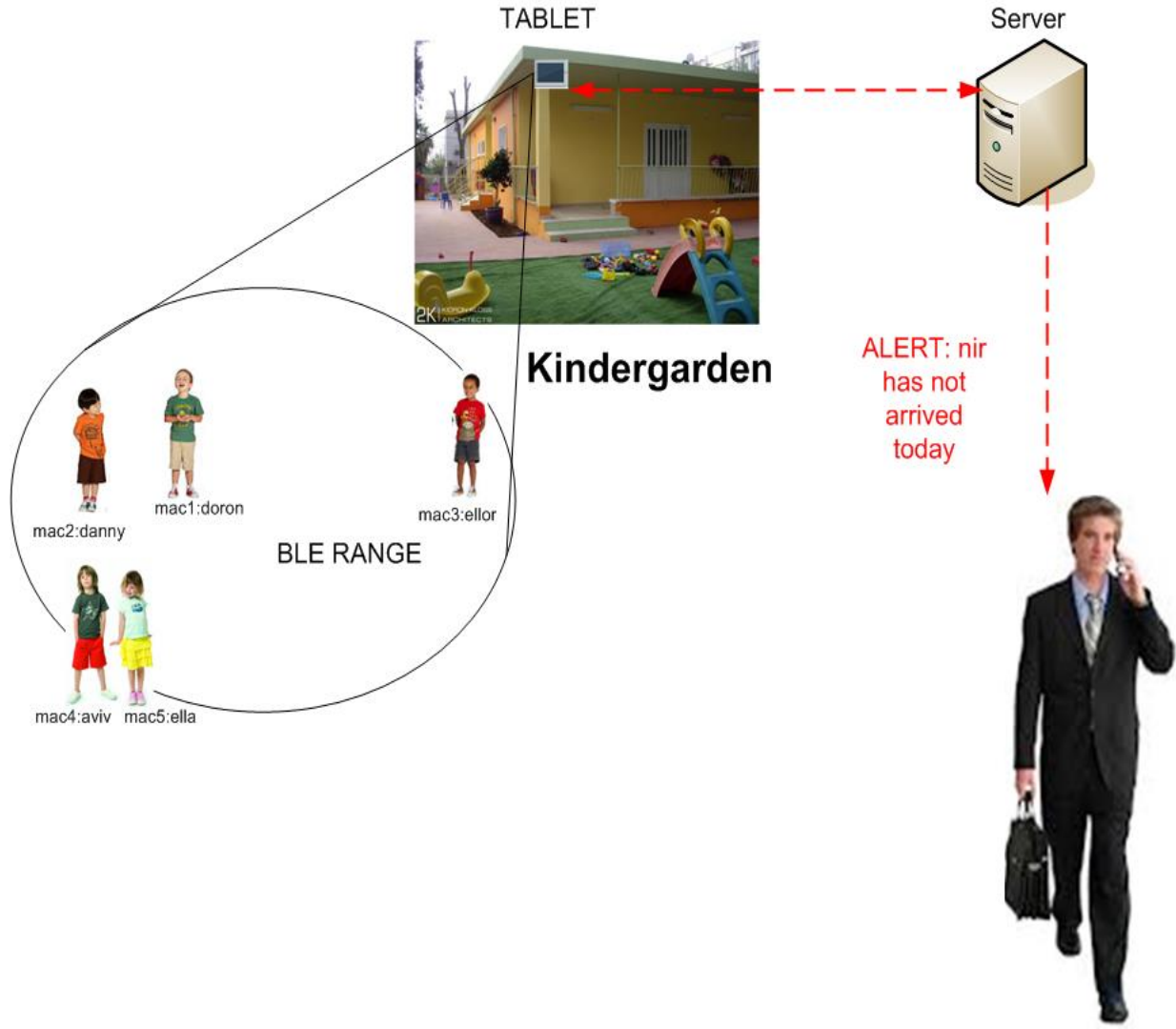
- Very Low RF Power (~ 2.5 mW) *
- Very cheap (~ 1 \$)
- Long battery life: ~ 1 year
- Range: ~ 10 meters
- Very small: < 6 gram
- Compatible with Android/IOS



* Smartphone RF power is > 250 mW

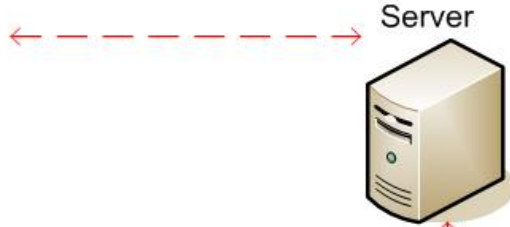
Custom Events Notifications

- Pre-registration for the BLE
- BLEs position notifications are sent to Cloud Server via nearby Android/iOS device.
- Cloud server notifies clients (for example parents) upon certain configured conditions for example late arrival to Kindergarden etc.



Position Tracker

- Tracking position of lost BLEs by notifications to server of nearby Smart Device (Android/IOS/Windows) who is a member of the social network.



Business Model

- Companies advertizing
- Integration with Waze/Google...
- Partnership with BLE manufacturer
- Agreements and powered by governments
- Sell our App with advanced features



Thank You

