



Tata Baby Alarm System

The baby safety project

www.getmytata.com

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Hot Car Child Deaths (USA)

Since 1998:
873 DEATHS

MAIN CAUSES
**55% CHILDREN
LEFT IN THE CAR**

* Source: <https://injuryfacts.nsc.org/motor-vehicle/motor-vehicle-safety-issues/hotcars/>



✓ USA

HOT CARS ACT 2021

The US Senate is actively discussing the Hot Cars Act 2021 in which to introduce an obligation to use anti-abandonment devices for increased child safety in the car.

✓ ISRAEL

LAW IN APPROVAL

Obligation to install safety devices in cars to prevent abandonment of children aged 0-4 years.
Starting from August 2022.

✓ ITALY

ITALY IS THE FIRST COUNTRY IN THE WORLD TO HAVE A LAW ABOUT THIS ISSUE.

The law n°117 of 1 October 2018 (in force from 27-10-2018) modifies the article 172 of the Highway Code inserting the obligation to install devices to prevent the abandonment of children in closed vehicles.

✓ EUROPE

EURO NCAP EUROPEAN NEW CAR ASSESSMENT PROGRAM

The European car safety organization, has established that by 2022 cars with child detection technologies and anti-abandonment will be heavily evaluated in the assessment tests.

EUROPE

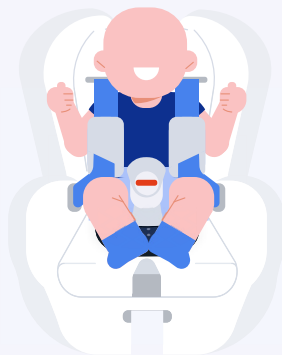
20,4 M

0-4 years old children

USA

15,9 M

0-4 years old children



5,1 M

Children born every year

3,9 M

Children born every year

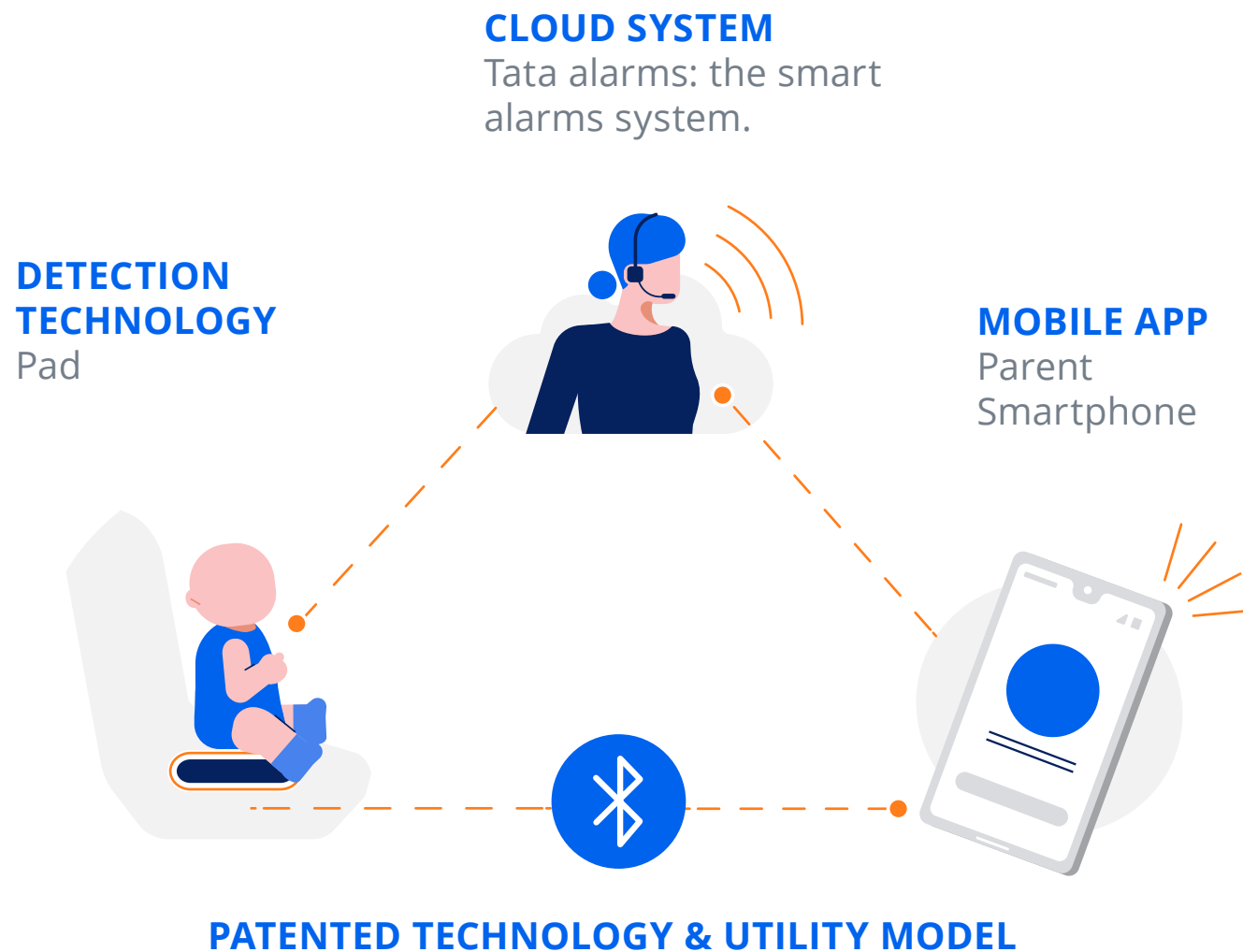
Tata Baby Alarm System

New solutions for a worldwide market.

Tata Pad is the baby safety pad, designed to be placed over the car seat.

Tata Pad wins





ALARM SYSTEM

The alarm system is triggered when the parent is away from the car (because the smartphone loses the bluetooth connection with the sensors) and Tata Pad still detects the child on board.



3 MIN

1ST LEVEL OF ALARM SOUND NOTIFICATION ON YOUR SMARTPHONE

If you leave the car with your child still on board, you will receive a notification alarm on your smartphone (even if it's silent). You can disable the alarm via the app.



4 MIN

2ST LEVEL OF ALARM CALL TO YOUR SMARTPHONE

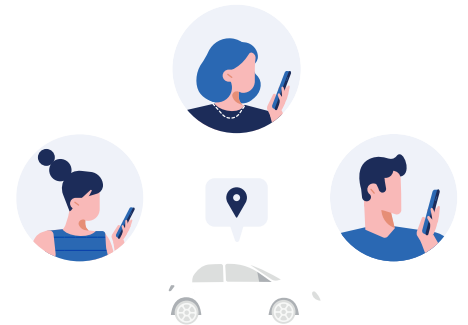
If you do not turn off the first level of alarm, our systems will automatically call you on your smartphone (as it recognizes you as the last person close to the child) and, following the instructions of the call, you can turn off the alarm.



7 MIN

3RD LEVEL OF ALARM CALLS AND MESSAGES TO EMERGENCY CONTACTS

If the second alarm level is not deactivated, our system will automatically make emergency calls to the selected contacts in the app. Following the instructions of the call, the contacts warned will be able to choose whether to turn off the alarm (option 1) or receive an SMS with the child's GPS position and the instructions to deactivate the alarm (option 2).



The Tata Baby system also has other features to ensure maximum safety and the best user experience.



SMARTPHONE AND BLUETOOTH CHECK



PHONE LOW BATTERY CHECK



SHARING ONE DEVICE WITH 2 OTHER PEOPLE

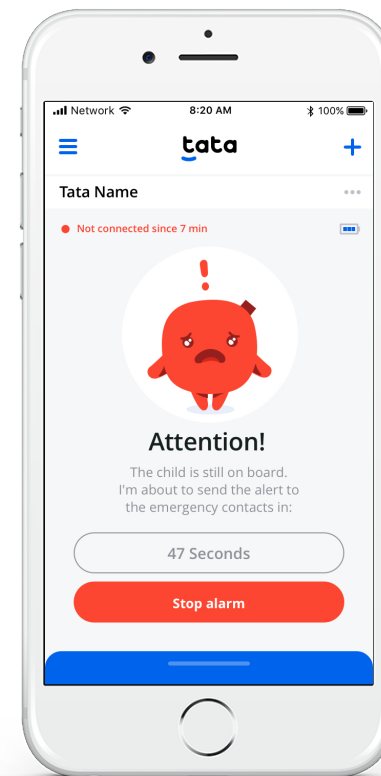
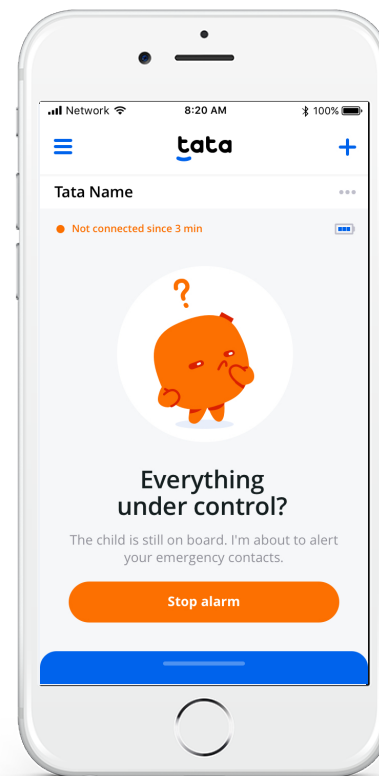
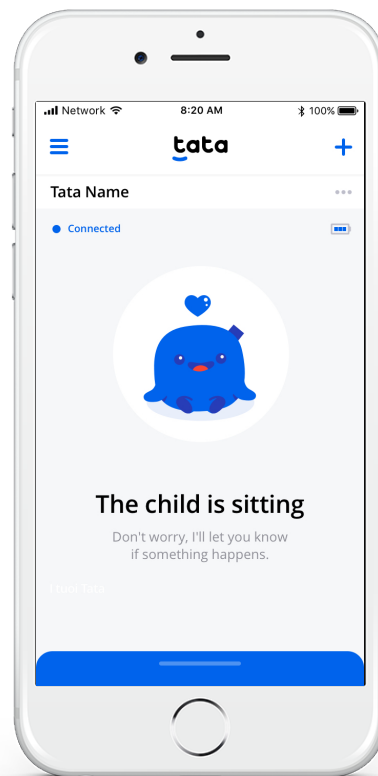
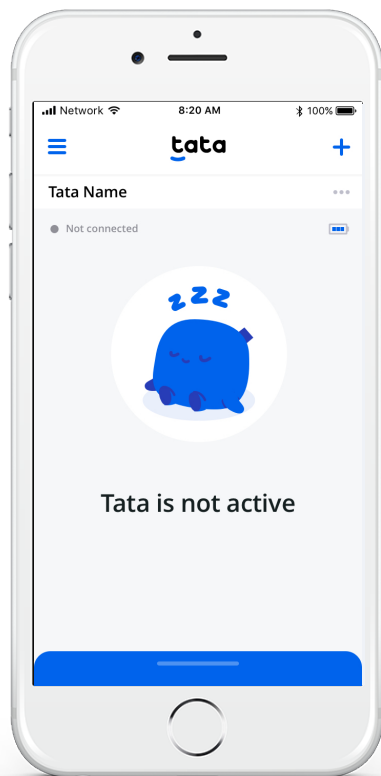


TRAVEL "OUT OF THE SEAT" WARNING



SMARTPHONE LEFT BEHIND IN THE CAR





Thanks for your attention.

For any further questions please feel free
to get in touch with us at
sales@getmytata.com

