

# Withings

## Withings Reinvents the Traditional Baby Monitor with the Release of its Smart Baby Monitor



***Combining world-class technology and sophisticated design, Withings gives parents a new generation of communicating baby monitor that's connected to the iPhone.***

**Las Vegas, Nevada - January 5, 2011- CES Booth #3619-** Using a baby monitor is paramount when having a baby, which is why Withings is proud of its release of the Smart Baby Monitor. Developed with both technology and design in mind, Withings has produced a device that not only looks stunning, but also gives parents important information on their child's environment and allows them to interact with their child remotely and easily.

Cédric Hutchings, co-founder of Withings says: "We've already established the most seamless interface with smartphones such as the iPhone, so transitioning this technology to other devices is ideal for us. The old-school classical baby monitor with its redundant receiver could not stay away from an unavoidable move to the *Internet of Things*. That is why Withings revisited it and created an object in line with our current time."

Unlike traditional monitors, the Withings Smart Baby Monitor was made for iPhone users in mind. It does not consist of two physical objects (the camera and the receiver), however it's a smart sensor (camera) alone that can communicate with any existing connected screen (iPhone, iPad, Smartphone, PC, Mac, tablet, eBook reader, LCDTV, etc.).

The Smart Baby Monitor features a high-resolution 3MP camera, extra wide view lens and night vision with infrared LEDs. The Smart baby Monitor can detect any event in the room without being moved.

The smart sensor gives parents access to a multitude of information, including audio/video (day & night vision) and ambient parameters (temperature & humidity) remotely from anywhere in the world.

The Smart Baby Monitor is also equipped with a microphone that allows parents to interact and sooth their child even when they are not physically in the room. Another feature allows parents to control the music (lullabies) that plays in the room through the monitor and can change songs or play-lists right from the living room, the office or from anywhere in the world. Alarms may also be set to alert parents of baby sleep disruption based on parameters such as activity/movement, audio levels and temperature/humidity. These alarms are completely customizable by the user.

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Connectivity is made easy for users so the user never has to get anxious with configuring his product. The Withings Smart Baby Monitor will adapt itself to the best network path, be it local with Bluetooth, WiFi or wire.

The design of the product is sleek, modern, simple and unobtrusive. The monitor's hinge design allows parent to open the camera to activate it or adapt it to the vision angle. People simply flip the camera shut to turn it off and stop camera monitoring. The camera is then protected for transportation.

Because the Smart Baby Monitor is a communicant product, it will be enhanced with additional services made by Withings and third parties.

The Withings Smart Baby Monitor will be available in late March 2011.

The Smart Baby Monitor received two awards from Observateur du Design 2011 and two awards during the Consumer Electronics Show 2011.

For more information, contact PR representatives below or visit [www.withings.com](http://www.withings.com). HR pictures available at [www.withings.com/press](http://www.withings.com/press)

## About Withings:

Withings designs, develops, and industrializes connected objects. Withings is a French start-up established by three executives from technology and telecom industry. With a focus on innovation and design for everyday products, Withings introduced in September 2009 its first-of-its-kind WiFi Bodyscale in the world. Withings is an actor of the Internet of Things. Increasing capacities of an object by network resources allows accessing to infinite calculation and storage capacities without increasing the cost. The object's interfaces are also ported to devices like mobile phones or computers, to benefit from their resources. Withings makes internet connected objects.

Withings products line:



WiFi Body Scale / Smart Baby Monitor / Blood Pressure Monitor

[www.withings.com](http://www.withings.com)

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