



Tata Baby Alarm System

The baby safety project

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 2019**

The US Senate is actively discussing the Hot Cars Act 2019 in which to introduce an obligation to use anti-abandonment devices for increased child safety in the car. ***

- › Last Action on 7/1/2019.
- › “requiring all new passenger motor vehicles with a gross vehicle weight of 10,000 pounds or less to be equipped with a system to detect the presence of an occupant in a rear designated seating position after the vehicle engine or motor is deactivated and engage a warning.”

* Source: <https://www.congress.gov/bill/116th-congress/house-bill/3593/text?q=%7B%22search%22%3A%5B%22HR+3593%22%5D%7D&r=1&s=1>

✓ 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.*



* Source: <https://cdn.euroncap.com/media/30700/euroncap-roadmap-2025-v4.pdf>

✓ 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.

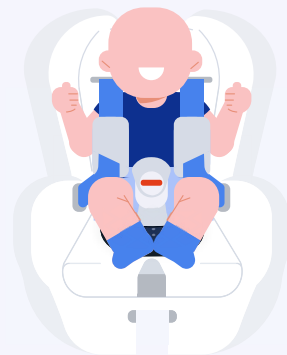
The law is active starting from the 6th of March 2020.

* Source <http://www.gazzettaufficiale.it/eli/id/2018/10/12/18G00136/sg>

EUROPE

20,4 M

0-4 years old children



5,1 M

Children born every year

USA

15,9 M

0-4 years old children

3,9 M

Children born every year

Tata Baby Alarm System

New solution for a worldwide market.



Tata Baby Alarm System

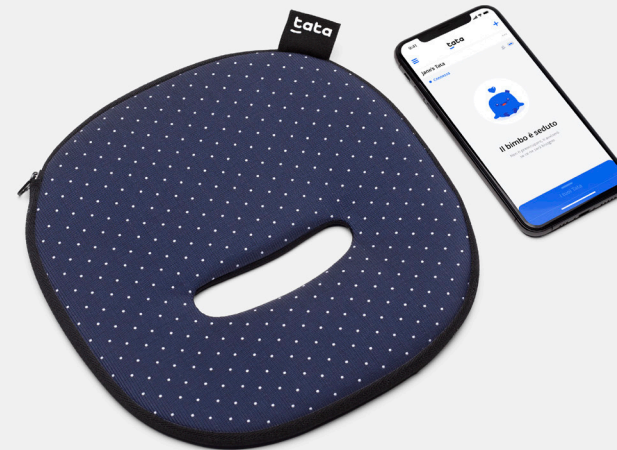
Tata - the first smart baby car seat alarm system - comes in two variants.

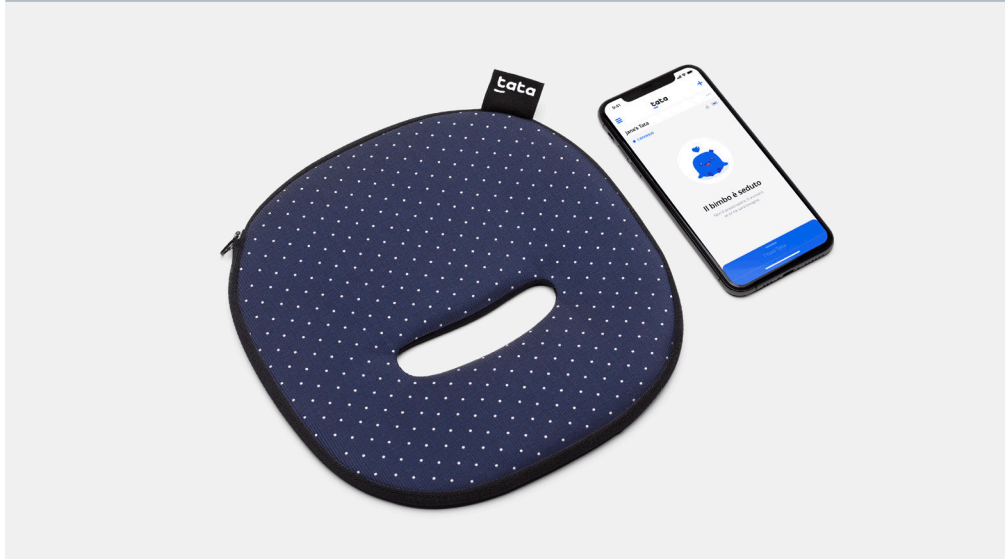
The first is **Tata Pad**, the baby safety pad, designed to be placed over the car seat.

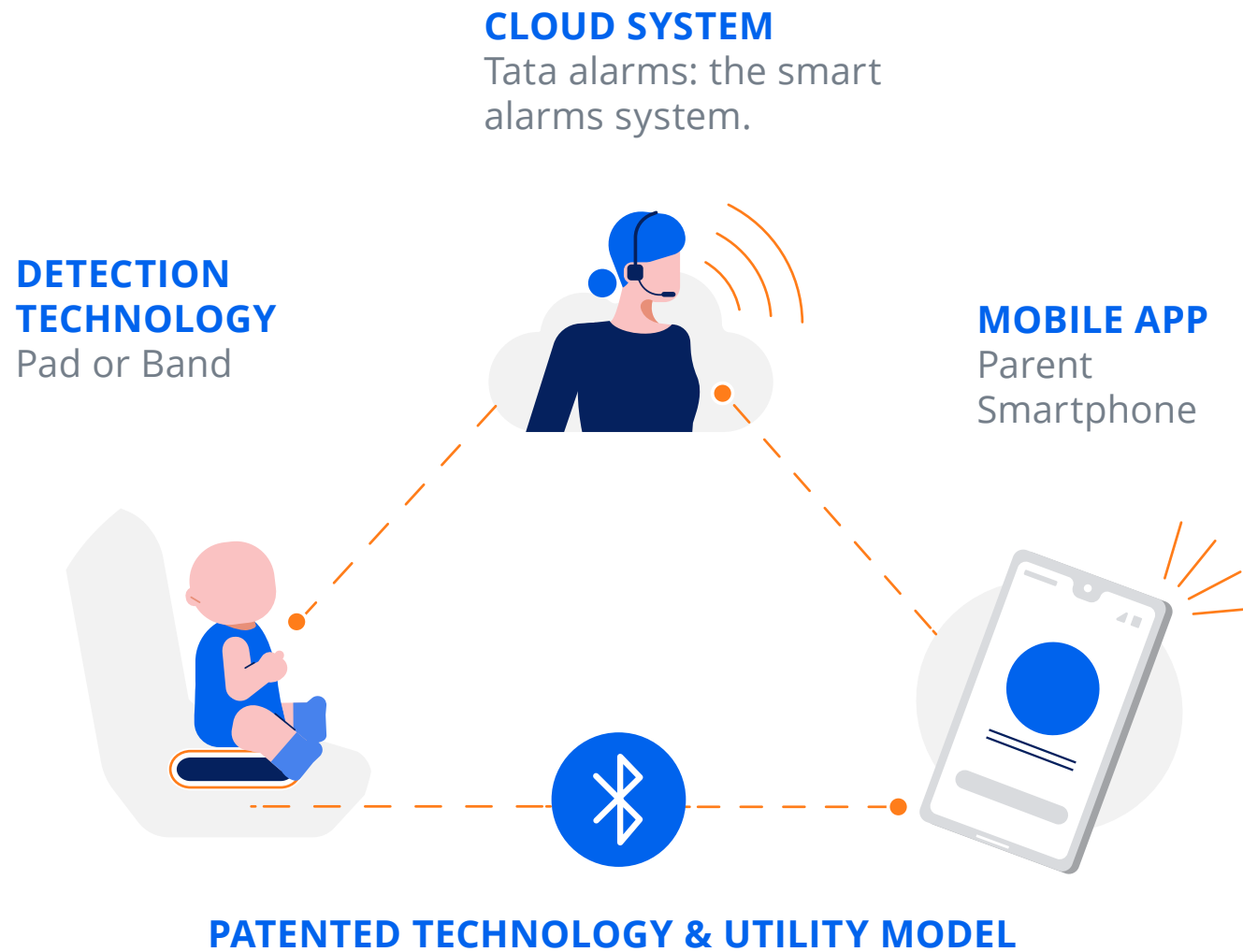
Tata Pad wins



Introduced in 2020 at







ALARMS SYSTEM

The alarm system is triggered when the parent is away from the car (because the smartphone lose 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

2ND LEVEL OF ALARM CALL TO YOUR SMARTPHONE

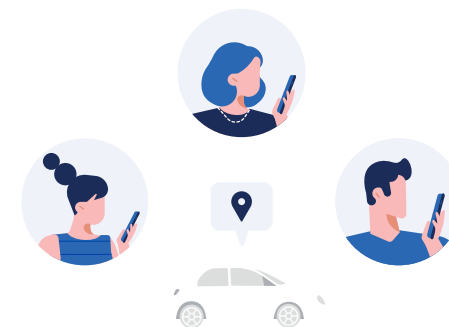
If you do not turn off the first level of alarm, our systems will automatically call you on your smartphone (as it recognizes you as the last person close to the child) and, following the instructions of the call, you can turn off the alarm.



7 MIN

3RD LEVEL OF ALARM CALLS AND MESSAGES TO EMERGENCY CONTACTS

If the second alarm level is not deactivated, our systems 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 allarm (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 BETWEEN MULTIPLE USERS

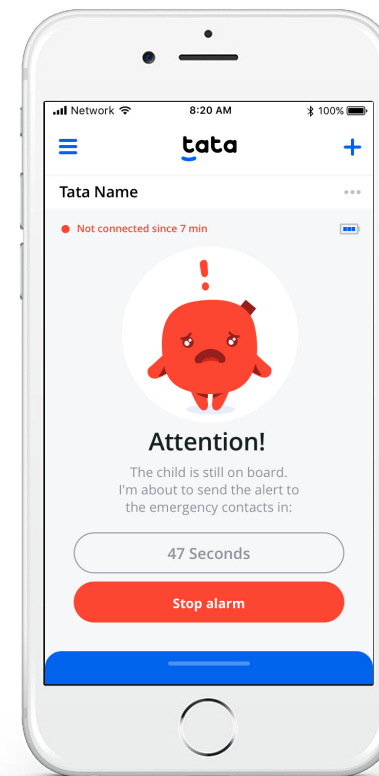
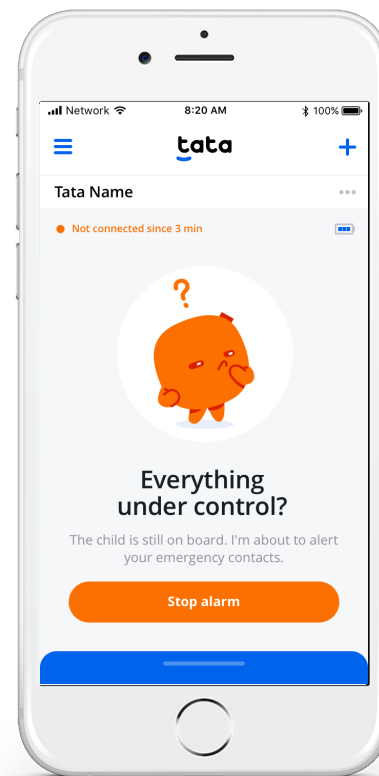
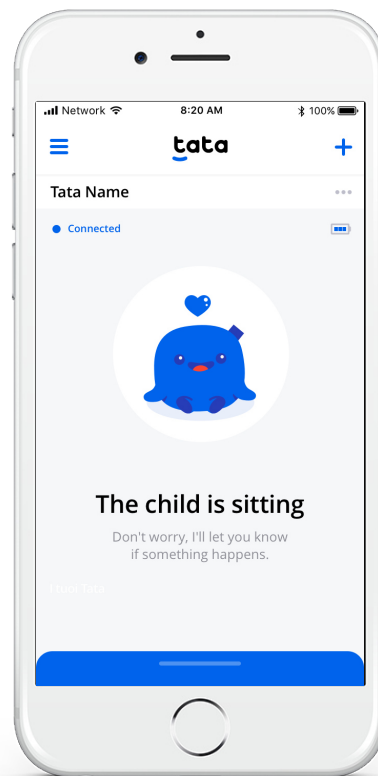
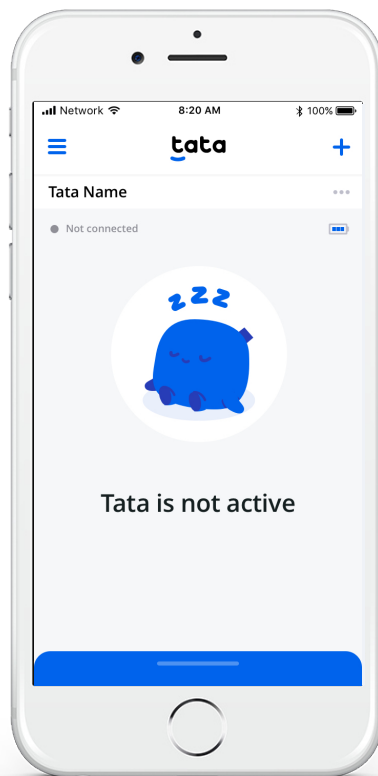


TRAVEL "OUT OF THE SEAT" WARNING

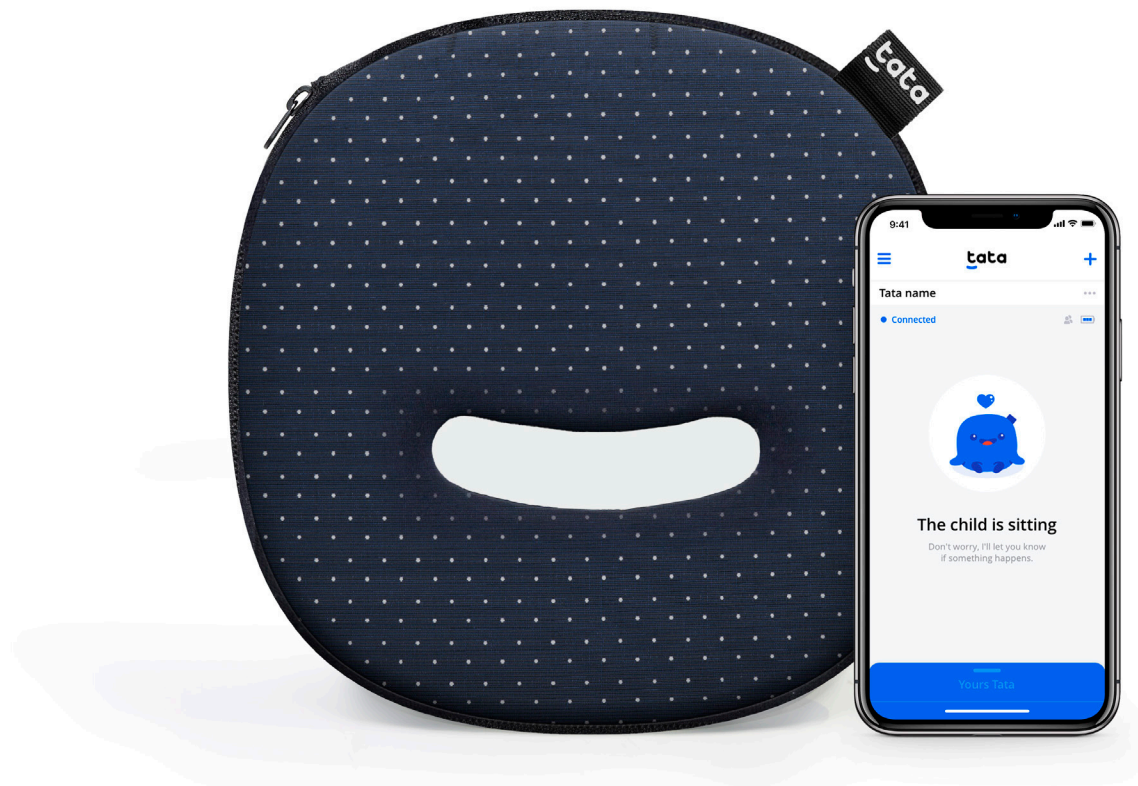


SMARTPHONE LEFT BEHIND IN THE CAR





ADOPT TATA PAD & TATA BABY ALARMS SYSTEM



Thanks for your attention.

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

