

CONTACT: KidStuff Public Relations  
Lisa Orman • 608-767-1102  
Lisa@KidStuffPR.com



## CLEVER COCOON CAM TRACKS VITAL SIGNS USING ONLY A VIDEO CAMERA LEAVING BABY PEACEFULLY UNAWARE

*Parents Get Peace Of Mind Whenever They Peek Thanks To This Hi-Tech Baby Monitor That Tracks Respiration!*

Menlo Park, CA (February 16, 2017) – When President Obama hosted the first-ever White House Demo Day in the summer of 2015, a California tech team was there to showcase their “smart” baby monitor. They showed the President how computer vision and cloud-based data analytics could transform the capabilities of a traditional baby monitor. In plain English, the clever **Cocoon Cam (\$149.99)** could report to a parent’s smart device -- at any moment -- the baby’s respiration. Or Mom could sing a lullaby to a fussy baby without getting out of bed via the 2-way audio App.

That day the President announced “new public- and private-sector commitments that would promise to provide more Americans with the opportunity to pursue their bold, game-changing ideas.” Fast-forward to today and that demo is now a brand-new product selling briskly on Amazon. With Cocoon Cam, new moms and dads are a little less fretful as they move about their day or night. And baby has no idea since nothing is attached to their body or their crib or playpen, like wearables require.

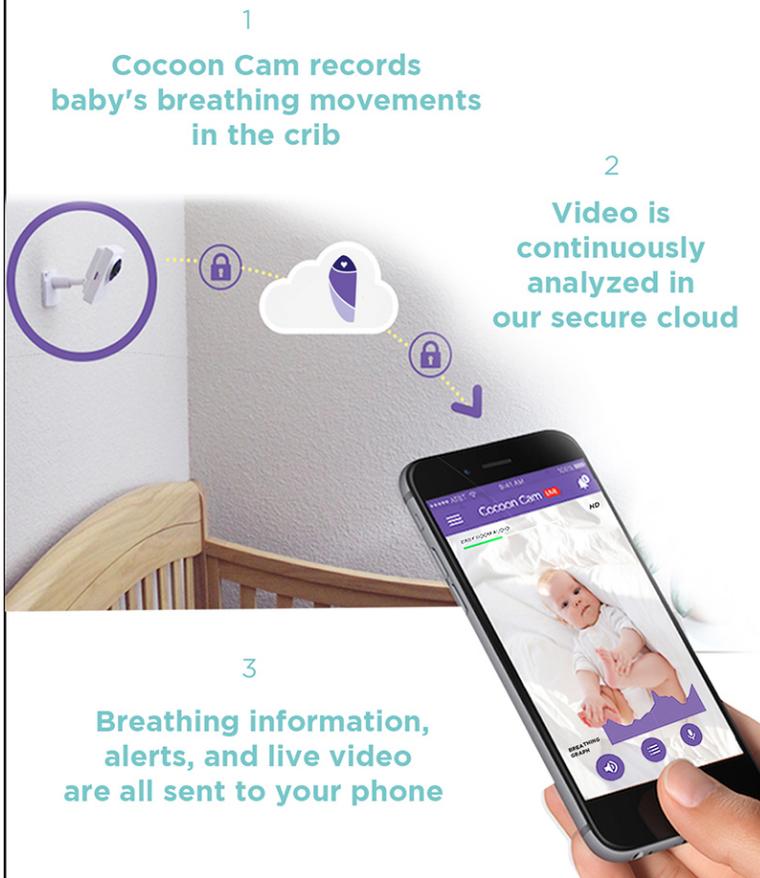
Any woman who gave birth before smart technology will tell you how they would put their hand under the nose of a sleeping (and very still) baby to make sure she was breathing! If they were downstairs catching up on work or laundry and the baby was upstairs, there were many trips to the nursery just to peek and know that all was well. With Cocoon Cam, sighs of joy are everywhere!



“Cocoon Cam helps alleviate every parent's concern about their child's well-being without the need for constant and disruptive nursery check-ins,” explains Founder Sivakumar (Siva) Nattami. “This is the first baby video monitor and breath detection technology in one easy-to-use product. I developed the Cocoon Cam when my wife and I found ourselves checking on our newborn daughter every 15-20 minutes and we had no peace. I didn’t like the other options for monitoring our baby because I found them to pose dangers to my daughter.”

The novel device caught the attention of *TIME* magazine last year. “Parents can watch their kids' data, along with an audio and video feed, in real-time on their smartphone,” reads the June 2016 article on Infant Trackers. “Nattamai...says respiration tracking is one of Cocoon

## HOW IT WORKS



Cam's more popular features... 'What we're trying to do is basically do all of the analyzing for you and tell you that your baby is fine, slept for eight hours at night, there's nothing to worry about, and that this is normal given the statistics of babies that we know about,' says Nattamai."

*The American Genius* magazine piped in with its own observation on Cocoon Cam. "First, we all know how long it takes for baby to settle down, and get to sleep. Why ruin that by peeking your head in or standing over the crib? Instead, check your smartphone for their status, and avoid interrupting their sleep you worked so hard for. Second, because it is not a wearable device, parents don't have to worry about the unknown and non-researched side effects of other similar products that require direct contact with the baby. Lastly, it helps teach you more about your baby's sleep habits, which is extremely important in the first year of life, when doctors recommend they sleep on their backs to avoid complications. With Cocoon Cam you'll know exactly when they flip off their back and onto their tummy."

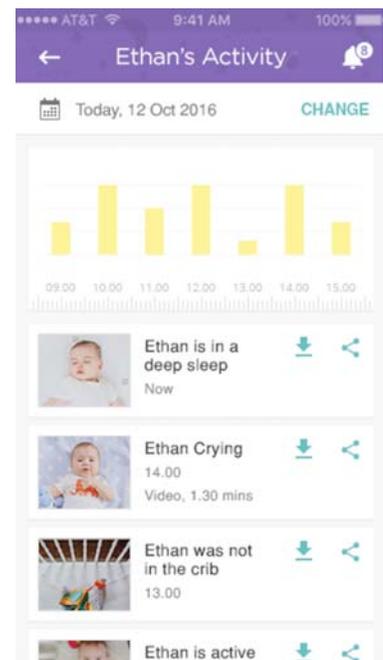
Shoppers on Amazon can grab a *better* night's sleep (no new parent really sleeps through the night!) with Cocoon Cam. The long list of parental reviews are marked universally with

five stars, the highest possible ranking. Here are just three -- with the capital letters coming from the happy critics:

### February 1, 2017 • Best baby camera ever! Every parent should get one!

"As usual, I had certain reservations about buying an untested baby product from such a new company and the small number of perfect Amazon reviews did seem a little sketchy at first. However, with more research and discussion with my wife, we decided to get one because it was just like any other baby camera with nothing to put on but somehow able to detect a baby's breathing (God bless these tech geniuses!). AND THIS WAS THE BEST DECISION WE MADE IN OUR LIVES!!!!

CocoonCam sits in the room where our old Motorola used to be and does the exact same things the Motorola can do (video and sound with the night vision and everything) without needing to bring around that stupid LCD and both me and my wife can see it on our phones! I open the app and I can see my son right away. There is this cool graph at the bottom of the app that shows my son's breathing! The coolest part is that THIS THING ACTUALLY WORKS! I took my son out of the crib to try to fool the camera and the graph stopped IMMEDIATELY! Now me and my wife can hang out in the living room and not worry about anymore when we are watching a movie or cooking. Maybe I'm a little too



protective but I probably check the app every 10 minutes or so. I have never felt more reassured at work not having my baby in the next room. I can't believe how advanced technology has become and cannot say how thankful for this piece of technology.”

**January 13, 2017 • Such peace of mind**

“I love this camera. We are versed in net cams and what not (been using them as monitors for years) but this takes it to the next level. I was so stressed out with our new little one, worried about sleeping. But having this camera has made it so easy. I can keep an eye on her, see her breathing and even notifies me if something seems odd. None of the others we've used have those options. So glad we found this camera!”

**November 17, 2016 • Wish this had been around years ago!**

“My wife and I love this! We sleep so much easier knowing the app will let us know if there is a problem. We looked at so many other baby monitors but attaching a device to the foot or stomach of a 1 month old freaked out my wife. Who knows how this works without touching the baby, but it does!”

Perhaps the best news about the Cocoon Cam is that it comes with a 30-day Money Back Guarantee. Cocoon Cam can be purchased online at the company's website, [CocoonCam.com](http://CocoonCam.com) and on Amazon.

**Cocoon Cam • Ages Newborn+**

**• \$149.99 on Amazon with 6-mo. subscription, \$189.99 at [www.CocoonCam.com](http://www.CocoonCam.com) with 12-mo. subscription**

The camera comes with features galore and makes the perfect Baby Shower gift that will be appreciated every single night! It's a 24/7 Breathing Rate monitor with real time smart alerts when a baby needs attention. Because sometimes a problem may arise without baby making a sound. The 2-way audio lets parents listen and talk to baby anytime and from anywhere (including an iPhone, Android, Mobile or Internet source). The amazing wireless HD 720p video works both during day and night thanks to night vision. Best of all for baby, there are no uncomfortable wearables to put on. Additional new features are coming in 2017, and will be available to users with a simple app update.

Because safety is always a concern at Cocoon Cam, the data being registered is perfectly secure. As their website spells out, “Cocoon Cam makes sure that you're the only one looking in on your baby by adding security features above and beyond those found on standard cameras. Our software uses the Advance Encryption Standard to protect the video and breathing data and keep hackers away. We also update and manage hardware device passwords automatically to make sure that your camera feed is always under your control. You can rest easy knowing that the privacy of you and your baby is protected.”

No matter your baby's position - swaddled or not - breath is detected, analyzed, and reported. Now everyone in the house can breathe easier!

**ABOUT COCOON CAM**

Cocoon Cam is the only smart video baby monitor that tracks your baby's safety as well as wellness - anywhere, anytime! As baby goes through the day with window shades up and down, the camera boasts full HD color video when it is bright and black/white night vision video when it is dark! Click on their website, [www.cocooncam.com](http://www.cocooncam.com), for a how-it-works video and full description.