



Reminder Rosie Introduces Calendar Date Reminders Helps Age at Homers' Loneliness, Safety, Forgetfulness & Frustration

San Francisco, August 1, 2014 – Life Assistant Technologies (LAT) is presenting an all-new Reminder Rosie™, (reminderrosie.com) the first hands-free memory aid and message alarm clock. Reminder Rosie is now equipped with the latest cutting-edge voice recognition technology and an improved user-interface, telling users to take medication, or any personalized ADL reminder, at a certain time of day- everyday, weekly, and now by calendar date and even annually.

Now, up to twenty-five spoken reminder alarms are digitally recorded in the caregivers' comforting voice, in any language, for any important reminder or message. Once the task is completed, the person either says "reminder off" or touches Rosie to turn it off. No need to fuss with small buttons.

One major problem in healthcare is that short doctor visits are insufficient to communicate healthcare information. Seniors often require ongoing reminders for medications, treatment regimens and ADL tasks. Sustained increase in medication adherence is a key benefit and easily addressed with specific medication reminders, i.e. "Dad, its Michael, take your five white and one blue pill after breakfast"...9:00 AM everyday, or, "Mom, don't forget your doctor is appointment is in one hour"...2PM, December 15, 2014. Rosie's flexibility allows for proactive wellness reminders, for example "Mom, I love you. Make sure you go for your walk today", as well as any imaginable ADL reminder; "...feed the cat", "...pay the credit card bill", "...its Justins' Birthday today, don't forget to call your favorite Grandson" etc.

Reminder-Rosie's loud spoken alarms may be heard from more than 100 feet away. Her incredible simplicity responds to questions and commands such as: "Today's Reminders?", "What day is it?" to help elders organize their day and reduce their frustration of independence. "Reminder off" and more. It features a battery back-up in case of power outs.

Proven in test trials and reviewed by health care professionals and industry experts, Reminder-Rosie's simplicity engages the care recipient with family members/caregivers and HC providers. The outcome significantly increases seniors' independence, their ability to stay at home longer, and gives valuable peace of mind to caregivers, reducing their stress. First and foremost, Rosie is a patient-centric device compared to caregiver technology systems, which are primarily caregiver-centric.

Elaine Harris, a Professional Geriatric Care Manager and Social Worker comments about seniors experiences as they age and how Rosie significantly helps: "Safety, forgetfulness, loneliness and frustration are the key issues facing seniors as they age at home independently. Rosie can help in all aspects."

Gary Rotman, Co-founder and inventor of Reminder-Rosie, explains, "The newest Rosie expands the target customer beyond her core user, an Age at Home elder in her 80's. Now with reminders by date and annual reminders, younger seniors can benefit from a wide range of task reminders



including grandkids birthdays, anniversaries and annual even reminders such as insurance renewals. The voice user interface is even better than the original Rosie, which was claimed by experts to be the most user-friendly voice recognition device they have experienced”.

Seniors prefer low-tech, simple solutions versus complicated, learning intensive solutions or personal intrusions such as phone calls with IVR, texts or even scrolling reminders on a computer monitor.” Mr. Rotman adds, “Family members, caregivers and Homecare providers are thrilled because elders actually use Rosie, and have fun with her. If the patients are happy, the providers are even happier as Rosie helps make their job a little easier, and reduces their stress.”

LATs initial version has shipped to several Assistive Technology dealers since first quarter of 2014, and reorders have already been shipped. Collaborating with various like-minded industry players, future versions of Rosie will be launched soon.

The company believes that once payers such as HMOs and Health Insurance companies as well as Homecare Agencies become aware of Reminder Rosies’ simplicity and benefits, they will begin offering Rosie to their patients.

Rosie was featured in AARP Bulletin, March 2014 edition among other popular homecare technology devices and systems.

The new Rreminder Rosie, retailing at \$99.95 will be available at major e-tailers and retailers to be announced on Rosie’s web site by late August.

Life Assistant Technologies (LAT) is a high-tech consumer product development, marketing and distribution company specializing in voice controlled Assistive Technology elder care solutions within a personalized platform for health improvement and management.

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Reminder **Rosie**)))
PERSONALIZED DAILY LIVING VOICE REMINDERS

