L&C

Smartnanny Launches Indiegogo(Kickstarter) Campaign for Intelligent Cradle

Smartnanny launches an Indiegogo(Kickstarter) campaign scheduled for May

Berlin, Germany — May 25, 2015 — European manufacturer Luginin is pleased to announce the launch of a crowdfunding campaign in support of their new product Smartnanny. The campaign launch will take place on Indiegogo(Kickstarter) and will feature videos detailing the operation of the new device. The Smartnanny is complemented by a specifically designed smartphone application. The public will be able to access the company's crowdsourcing page in June when the campaign begins.

Val, a father and the inventor of the Smartnanny, created the adaptive baby basket when his sleepless son could not be consoled. The device soothes babies and learns their responses. "I didn't find any device that could solve my son's sleeplessness, so I decided to build an intelligent baby basket. I started with a simple baby basket and started building the first Smartnanny," says Val. This device fills a gap in the market because of its ability to understand the baby's needs using the acoustic sensor embedded in the design.

Smartnanny uses already available technology to determine the reason for an infant's cry with up to 90% accuracy. The reason the cradle is considered "smart" is because it can differentiate the meanings behind an infant's various cries. Using the companion smartphone application, Smartnanny analyzes why the baby is crying.

Once the baby wakes, the application prompts the smartphone to play soothing music and Smartnanny will start a gentle rocking cycle. This method is initially used to try to soothe the baby. The adaptive design cycles through choices, and when one doesn't work it moves to another selection. It also sends a signal to the parents' smartphone or smartwatch alerting them that the baby is awake and in need of attention. The application aids parents in determining whether a baby simply needs comforting or if the baby is crying for something that requires further caregiver interaction.

The device prevents parents from waking up if a baby simply needs soothing to get back to sleep. The Smartnanny motion is designed to simulate the same motion of a parent rocking a baby. A caregiver begins by putting the baby in the basket and then chooses a timer setting. The timer setting controls the length of time the basket motion feature will last. Once the time has elapsed the basket will stop; however, if your baby wakes and begins crying the rocking motion will automatically resume. The basket may also be manually rocked.

Smartnanny is different from other electronic baby baskets because it has an embedded acoustic sensor that automatically switches on the motor if the baby cries during the night. Babies cry for various reasons, and the Smartnanny app lets you know if your baby is hungry, sleepy, stressed, bored, or uncomfortable. The Babyphone feature can be programmed to send a message to your phone or even call a phone number. This innovative technology is only available through the Smartnanny Indiegogo(Kickstarter) campaign. For additional information about the Smartnanny adaptive baby basket, or the upcoming Indiegogo(Kickstarter) crowdsourcing campaign, please visit their website at: www.smart-nanny.com

About the Luginin Company and Smartnanny

Smartnanny is a division of the German manufacturing company Luginin specializing in the development of high-tech solutions for large

companies. The development of Smartnanny was comprised of a team of German engineers.

The company that started as a hobby has grown into a worldwide childcare product solution.

Contact Info:

Email: hello@thecrowdfundmarketing.com

Website: www.thecrowdfundmarketing.com