



For Immediate Release

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**NEW WELLBEING MONITOR EMPOWERS SENIORS AND THEIR CAREGIVERS
TO LIVE LIFE ON THEIR OWN TERMS**

*Sonamba™, a Product of pomdevices, LLC, Officially Launches in Conjunction
with AARP's Orlando@50+ Event*

Durham, NC (September 29, 2010) – Seniors will now be able to extend their independent living while their caregivers stay informed and connected, thanks to a revolutionary wellbeing monitor, Sonamba. pomdevices, LLC will launch Sonamba at the AARP Orlando@50+ event, starting tomorrow in Orlando, FL. Sonamba is an in-home monitoring system featuring a seven-inch touchscreen LCD display and built-in motion/sound sensors, emergency button and cellular connectivity — packaged in a sleek design that doubles as a digital photo frame when not being actively used.

Sonamba (which is placed in the senior's home) helps today's busy caregiver stay connected to their loved ones living alone. Caregivers receive periodic wellbeing text message alerts based on daily activity in the senior's home, as well as messages composed by the seniors themselves. Seniors continue to live independently—connecting with their family and caregivers through Sonamba's texting feature, as well as Sonamba's medication alerts, calendar reminders, emergency response options, games and photos.

"Sonamba delivers on our goal of creating peace of mind technology for everyday living," says Ajit Pendse, CEO of pomdevices. "Of the 40 million Americans age 65 and older in our country today, more than 11 million live alone. Our senior population wants to live independently and age in place within the familiar setting of their own homes. Sonamba makes this possible while enabling close family and friends to know that their loved ones are safe every day, not just in emergencies."

Sonamba offers a host of innovative and advanced features including:

- **Hardware:** Plug-n-play Wellbeing Monitor with a seven-inch touchscreen LCD display and built-in motion/sound sensors, emergency button and cellular connectivity (high speed internet or WiFi not required)
 - Periodic automated wellbeing messages based on activity of daily living captured by built-in sensors
 - Personal emergency response system
 - Automated medication and calendar reminders

- Social communications with large, on-screen keyboard interface
- Digital photo frame that can receive photos from family living remotely
- Games
- iPhone application and portal for remote caregiver access to a senior's Sonamba
- Retail for \$459.99, with a low monthly subscription of \$39
- Product will launch at AARP Orlando@50+ at booth 1016
- Product retails online at www.sonamba.com

“With a full-time career and two teens who keep me busy at home, my day is booked solid,” says Patti Noonan, an early participant in Sonamba’s testing program. “I would spend hours worrying about my 80 year old mother who has a schedule of her own. I feel liberated staying connected through Sonamba with my mother. Her messages come directly to my cell phone wherever I am. My mother enjoys the easy to use touchscreen and the power it gives her to continue to live her life the way she wants.”

ABOUT SONAMBA

Sonamba, from pomdevices, LLC, is a Wellbeing Monitoring System for seniors living independently. Sonamba periodically sends senior’s wellbeing status alerts to caregivers and includes senior-oriented Personal Emergency Response, Medication Reminders and Social Communications functions – packaged in a user-friendly, aesthetically pleasing digital photo frame with touchscreen interface and built-in cellular connectivity. It is designed to be a part of everyday living — empowering seniors as well as their caregivers to live life on their own terms. For more information, visit www.sonamba.com.

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