



Ex-Intel Executive Gave Up Corporate Security to Stay Close with Aging Parents

Invented a device elderly parents can actually use to stay connected to their families far away

Durham, NC - November 2, 2011 - Technology guru Ajit Pendse appeared to have it all, family and a dream job, holding management roles at Trinity Convergence Inc., eFusion, Tektronix, Inc. and Intel, but he was torn with guilt as his career took him three-thousand miles away from his aging loved ones. Pendse found himself struggling to keep in touch and keep a watchful eye on his mother-in-law, a common problem for the 76 million baby boomers in the U.S. whose parents are not part of the PC generation and not tech savvy. Communicating with her was harder than Pendse thought; although technology was everywhere, nothing, including PC's, were easy enough for seniors to use or designed with their interests in mind. On the health-monitoring side, devices like the traditional panic buttons failed to provide seniors a way to communicate. It quickly became evident that there were no good options in the marketplace.

Pendse wanted the ability to remain in close communication with his 78-year-old mother-in-law, Mary, that lived far away, without strictly relying on the phone. "You worry about your aging parents, but it's hard to call when you're so busy and consumed with work, kids and life. And then factor in the time zones that separate you, and communicating feels impossible," noted Pendse. "Also, Mary doesn't like to talk on the phone much because, like most American seniors that grew up during the Depression, she pays close attention to budgets. In her eyes, time spent on the phone means money. Our calls are always short and to the point, much different from our face-to-face conversations." He explained, "On every call, I remind her not to worry - we have unlimited minutes, but it doesn't matter."

Timing was critical. Pendse knew as each minute passed, a boomer child could lose a parent and be forced to deal with the guilt of not communicating enough. He poured all his time into inventing a product that seniors would feel comfortable using that would make communicating easy and bring families closer. In 2009, he founded pomdevices, LLC based in Durham, NC. One year later, Sonamba was launched as an easy-to-use communication and well-being monitoring device.

Named by *Popular Science* as a 2011 product of the future, Sonamba is filled with social capabilities, like text messaging and photo sharing, to allow seniors to keep in touch on a daily basis without having to learn a difficult new task to do so. "It's about staying connected with your parents when time is precious and knowing how they're doing everyday, not just in emergencies," said Pendse. He also incorporated health-monitoring functionality into the device, like motion and sound sensors that monitor activity in the home. Current activity levels are compared with historic activity levels, so families are always informed of their elderly parents' safety.

"It was important to create a product that seniors like my mother-in-law could actually use that had social communication benefits, such as photo sharing," said Pendse. "Photos are powerful and the closeness they bring is invaluable. My mother-in-law loves seeing her 9-year-old grandson in pictures that instantly appear," noted Pendse. Seniors no longer have to deal with the hassle of downloading them onto a computer. Family members enjoy the capability to remotely upload photos and adjust settings through the online My Sonamba portal or iPhone app.

Sonamba was created to solve a universal problem. “It’s the most fulfilling product I’ve developed because of the personal connection and the closeness it brings to families with aging loved ones, like my own,” said Pendse. Now families across the U.S. will have more meaningful, frequent communication with their senior loved ones before it’s too late.

To view a photo of Pendse with his mother-in-law and son, click [here](#).

About Sonamba®:

Sonamba®, from pomdevices, LLC, is the ultimate communication device that keeps loved ones so close, it’s like being home again. A Sonamba in your aging loved one’s home is the new way to stay connected everyday - not just in emergencies. It allows you to easily share emails, text messages and photos with family members. It automatically reminds loved ones of their medication routines and alerts you via text or email when its motion/sound sensors detect any change in normal activity. For more information, visit www.sonamba.com. Follow Sonamba on Twitter at @pomdevices and “like” Sonamba on Facebook by going to www.facebook.com/sonamba.

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