



In a Youth-Obsessed Culture, Seniors Turn The Tables With New Photo Blog

OMGG! is their version of WTF!

Durham, NC - December 8, 2011 - OMGG! – short for ‘Oh My Goodness Gracious’ – is our most senior generation’s attempt to shine the spotlight on the world that exists beyond the reach of their morals and values. While poking fun at the decisions made by today’s younger generations, the intent of the blog is to remind visitors that the often marginalized seniors might just have a voice worth listening to.

“We hope to empower seniors to have a voice through the OMGG! blog, just like our product Sonamba does,” says Ajit Pendse, CEO of pomdevices, LLC. “We wanted to address real issues our older generation currently faces but in a lighthearted way. OMGG! shows that seniors still have a lot to offer society if they have the means to do so.”

All taboos are fair game. And the photo captions on the blog are pretty blunt.

- ‘Shave your legs too?’
- ‘Halloween was last month...’
- ‘Not cute, sir’
- ‘Leash law for kids??’
- ‘You’re not barbie’

The blog is supported by Sonamba, a revolutionary new device that replaces the outdated emergency panic button of TV infamy. Because the technology is designed around seniors’ abilities, they can quickly and easily stay in touch with their extended families. In turn, Sonamba’s continual well-being monitoring lets family members know they are okay.

It’s as easy for the family to get started as setting up an email account. Their aging parents need only push a few buttons and suddenly they are sending text messages and receiving photos from their loved ones.

To visit the OMGG blog, [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.

###