



Gray Power TV Gives Seniors Voice & Empowers Them to Share Point of View

YouTube channel houses amusing video rants from real seniors on the morals and values of the younger generations

Durham, NC - February 7, 2012 - Ever imagine what the world would be like if our most senior generation were in charge? While youth may cringe at the thought, most seniors would argue society would be a better place. Tune in to *Gray Power TV*, the new YouTube channel dedicated to broadcasting our most senior generations' views about the morals, values and choices made by our younger generations. Currently, the channel hosts 40+ short video clips of real seniors addressing real issues that get them fired up. *Gray Power TV* aims to reveal that the often marginalized senior perspective may very well be one worth listening to.

"We created *Gray Power TV* to show that seniors, like my parents, want to communicate and have a lot to say if they have the means to do so," said Ajit Pendse, Founder/CEO of pomdevices, LLC, makers of Sonamba. "With age comes wisdom and experience, something the younger generations and society may be able to benefit from. *Gray Power TV* empowers seniors that are often overlooked to use their voice by giving them a platform to do so, just as our product does."

The videos tackle head-on just about every topic imaginable that our most senior and younger generations disagree on, in a humorous way and include a catchy theme song and witty titles, such as:

- 'The problem with sagging'
- 'Hugging, yes, tonguing, no, in public places'
- 'Think twice before putting a naked body on your arm'
- 'Single ladies, listen up to nana'
- 'Dealing with rude people'

Gray Power TV is sponsored by Sonamba, an innovative new communication and well-being device that replaces the obsolete emergency panic button and the 'I've fallen and I can't get up' cliché. Unlike most products, Sonamba is built for technically challenged seniors and is easy-to-use, allowing them to quickly and easily stay in touch with their extended families living far away thanks to social communications like texting and photo sharing. In turn, family members can enjoy peace of mind knowing everything is okay through well-being monitoring that continually keeps them in the loop. Built-in motion and sound sensors learn activity levels in the home and compare them to historic levels and send convenient text message updates like 'All Seems Well' or 'Attention Needed' directly to a loved one via cell phone or email.

The device can be set-up remotely in minutes and is as simple for the family to get started as setting up an email account. Their aging loved ones need only to plug the device in and push a few buttons on the 7" touchscreen interface and immediately are communicating and staying in touch by sending text messages and receiving photos from their loved ones far away.

To visit the *Gray Power TV*, YouTube channel, 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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