



## **New Technology Enables Boomers to Monitor and Stay Closer to Their Aging Parents in Their Declining Years**

*Sonamba, by pomdevices, LLC, will be on display at the ShowStoppers @ CES event and the CES show in Las Vegas, January 10-13, 2012*

**Durham, NC - December 20, 2011** - Many boomers living far away from their parents deal with feelings of denial that their parents are getting older and guilt that they are not physically closer. These feelings are magnified after a 'trigger event' occurs, such as a slip, fall or hospital visit, an incident that reveals mom or dad isn't as *with it* as they once were. And although boomers know their parents' health is declining, what they fail to realize is just how little time they actually have - roughly 18 months, according to research studies. As the end of life nears, a higher value is placed on communication as boomers begin to look for ways to stay close to their aging parents rather than just monitor their overall health. Never before has there been a product that does both, until now. Sonamba is an easy-to-use device for technology challenged seniors that is placed in their home, enabling families to share valuable conversations when time is precious. With social communication features similar to Facebook, such as photo-sharing and text messaging, it makes staying connected and interacting simple for busy, working boomers on-the-go.

The 7-inch plug-n-play touchscreen device is packed with social communication features that allow you to remain close, helping to reduce the burden of guilt. Boomers no longer have to rely on a phone to communicate. They can easily exchange text messages and send photos in minutes remotely by accessing the web portal [MySonamba.com](http://MySonamba.com) or using the iPhone App. Now a conversation can be shared without picking up the phone, photos shared without downloading them to a computer and text messages shared without using a mobile device, all made possible with Sonamba. When not in use, the device even doubles as a digital photo frame, allowing aging parents to enjoy their families through pictures.

Boomers can also enjoy peace of mind through motion and sound sensors that track activity levels in the home. Sonamba periodically sends well-being status alerts to family members and includes optional 24/7 Personal Emergency Response Call Center services. Updates are sent automatically via email or text so boomers are always informed of their parents' safety.

Timing is critical when dealing with aging loved ones and knowing when to intervene. It's important for boomers to keep an eye out for a 'trigger event' and take immediate action when it occurs. Sonamba offers a range of pricing options, starting as low as a \$199.99 lease activation fee with monthly payments as low as \$49.00, a small investment for the closeness and peace of mind it brings families.

pomdevices, LLC, will also unveil their newest version, SonambaPro, with all the functionality of Sonamba, plus new Home Health Monitoring capability for recording key vitals. Families can now receive added insight into their aging loved ones' health through adaptable, lightweight measurement tools such as blood pressure cuffs, weight scales, glucometers and spirometers and play a more active role in monitoring their overall well-being.

Sonamba and SonambaPro will be on display at the ShowStoppers @ CES invitation-only event on January 10 from 6-10 pm in the Wynn Hotel, Lafite Ballroom, table A44 and at the International CES show in the Living in Digital Times TechZone, Digital Health Section, booth 3330 at the Las Vegas Convention Center, North Hall on January 10-13.

To view product photos of Sonamba, click on the following links: [photo #1](#), [photo #2](#).

To view product photos of SonambaPro, click on the following links: [photo #1](#), [photo #2](#), [photo #3](#).

To view a list of capabilities and features, click [here](#).

To view the electronic press kit, click [here](#).

Ajit Pendse, CEO and Robert Burke, VP of pomdevices, LLC, will be available for interviews. To schedule an interview, please contact Melissa Rivera at 917.434.2320 or [mriviera@rubberneckmedia.com](mailto:mriviera@rubberneckmedia.com).

**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](http://www.sonamba.com). Follow Sonamba on Twitter at @pomdevices and "like" Sonamba on Facebook by going to [www.facebook.com/sonamba](http://www.facebook.com/sonamba).

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