

We Know How Your Baby Feels.



Exmobaby biosensor onesie will let parents know if their baby gets too rowdy with this dog.

Exmovere Holdings, Inc. is a Virginia-based biomedical engineering company that develops vital sign monitoring products and emotion detection algorithms for healthcare, homeland security and mobility applications.

For more information, visit www.exmovere.com or call (703)245-8513.

Exmobaby: The World's Only Smart Baby Monitor.

Based on patents licensed from Sensatex and Georgia Tech, Exmobaby is the world's only baby sleep garment that does not depend on a human being to communicate how a baby is feeling. Thanks to embedded electrocardiogram, skin temperature, moisture and movement sensors, the Exmobaby system wirelessly transmits a baby's vital sign data to a PC located within 100 feet.

From there, Exmobaby software can detect patterns, anomalies and emotions. It also can alert smartphone users, including parents, nannies, physicians and any other selected care providers. Normal baby monitors depend on a person to pay attention to a microphone and speaker system. Exmobaby will pay attention while a baby sleeps, even if everyone else is asleep too.

The Exmobaby System is Comfortable and Safe for Babies

- The pajama itself is hypoallergenic, lightweight and not itchy.
- The wireless transceiver pod, stored in a pouch on the front of the garment, will keep the baby sleeping on his or her back.
- The transceiver pod has a 8 hour battery life. Baby can use it all night, without interruption.
- The transceiver sends a burst of data once per minute, meaning that there will be little or no radiation from the system.
- The system's moisture sensors can detect urine leakage from the baby's diaper.
- The system is modular: the child-proof sensors and transceiver can easily be removed by Mom, but not by baby.

The Exmobaby System is Practical for Moms

- The garment itself is mostly cotton and machine washable.
- The garment will come in 4 sizes for infants between 0-12 months old.
- The transceiver pod is rubberized, unswallowable and indestructable.
- The system comes with a receiver USB antenna to plug in to any Windows PC and comes with easy-to-use software. Moms can customize alerts at any time.

The Exmobaby System is Affordable

- The main source of cost to the consumer is the wireless transceiver pod, sensors and USB receiver (estimated at \$49 per kit per 100,000).
- The actual pajamas can feature various licensed designs and target price is \$3-\$7 per unit per 100,000.
- Online service, to process smartphone app and SMS alerts, will cost parents approximately \$9.99 per month.

The Exmobaby Business Model

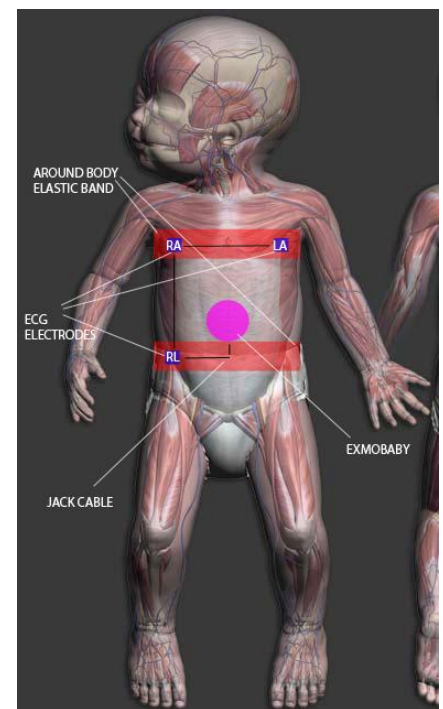
- Sell Exmobaby "starter kits" that include all the basic system elements to consumers via cell phone carriers, electronics retailers, clothing retailers, pharmacies and online for \$99 per kit and \$9.99 per month for premium alert services.
- Exmovere seeks to develop Exmobaby into a finished, CE, FCC and FDA 510(k)-marked consumer device and then license it to established players on an exclusive basis by territory or industry.
- Exmovere will be delivering Evaluation Kits of Exmobaby to interested potential licensees worldwide by Summer 2011.

Very Large Market Opportunities

- Exmobaby intended end-users are first-time mothers concerned about SIDS, re-entering the workplace and entrusting their newborns to daycare centers, babysitters or even the grandparents.
- Exmobaby addresses a \$5 Billion per year worldwide market.



Exmobaby biosensor baby pajama



Sensor Placements on Exmobaby



Exmobaby is Baby's First Communication Device