



Press information

Factsheet for CES – Philips Avent uGrow digital parenting platform

Overview

The uGrow digital parenting platform is the world's first medical baby app with connected products, giving you personal advice that matters. The platform has been designed to help new parents understand and support their baby's healthy development both in the short and long term, through a series of connected digital products with the uGrow application at the core. The uGrow parenting platform connects wirelessly to a suite of Philips Avent products and other connected devices.

Key features

- **uGrow understands**
Supporting the understanding of your baby's development through trackers and connected products, the uGrow app helps you discover patterns to support your little one's healthy development. With an interactive timeline at its heart and smart connected products which work together to collect data, uGrow provides personalized guidance that supports the healthy development of your baby.
- **uGrow reassures new parents**
Through meaningful, personalised insights and content unique to your baby, the uGrow platform helps parents understand their baby's development and progress. The app features articles which draw on insights from our panel of breastfeeding, sleep and developmental psychology experts, providing inspiration and reassurance for new parents.
- **uGrow celebrates milestones**
The uGrow platform features a timeline that incorporates data from baby's developing weight, how much the baby has eaten, and sleep patterns, so parents will enjoy peace of mind in their baby's development. Parents can also use the interactive photos and virtual stickers available to mark occasions and celebrate milestones on baby's timeline on uGrow. The platform also remembers key dates in order to provide bespoke guidance for new parents based on the uniqueness of their baby's development, for example, advice on the developing weight of your baby and guidance on weaning as your baby grows.
- **uGrow connects**
By connecting to smart products, uGrow makes keeping track of your baby's development easy. You can import data from your Philips Avent uGrow smart baby

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monitor via WiFi to discover whether the room temperature and humidity affect your little one's sleeping pattern, and easily store all readings from your Philips Avent smart ear thermometer in the uGrow app, to keep track over time and share with healthcare professionals as needed.

Connected Devices

Building the ecosystem beyond the core app, products that connect wirelessly to uGrow and future integrations that are planned include:

Philips Avent Smart Ear Thermometer

This comfortable, easy to use thermometer accurately captures baby's temperature in two seconds. Once synced with the uGrow app, all measurements are automatically captured using Bluetooth®, meaning that baby's temperature can be tracked over time. Easy to follow guidance with regards to baby's temperatures will help parents make the right choices about their baby's care providing peace of mind when a little one is sick with a fever. It gives parents the opportunity to easily share measurements with grandparents, doctors or pediatricians for (professional) advice.

Philips Avent Smart Baby Monitor

This high definition monitor wirelessly connects to the uGrow platform to monitor sleep and environment, automatically capturing variables such as room temperature and humidity, so parents can better understand the effect of environment on baby's wellbeing. The uGrow smart baby monitor is app controlled from any Android or iOS device, moving seamlessly between networks to maintain a continuous connection, which gives complete peace of mind to new parents. Its dedicated, user-friendly app also lets you share a video stream with up to ten family members or friends of your choosing.

Philips Air Purifier 1000i series

The quality of the air we breathe is vital for our long term health, especially in children and with the Philips Air Purifier 1000i series you will soon be able to maintain constant clean air in the nursery. In integrating this smart, innovative Philips technology with uGrow the Philips Air Purifier 1000i series reduces common airborne allergens such as pollen, dust mites, pet dander and fine dust, viruses and bacteria, which can contribute to longer term health problems such as allergies and asthma.

Philips Hue White Ambiance

By connecting uGrow to the Philips Hue lighting system, parents will soon be allowed to create the perfect setting to help enable a baby's sleep, feed or play time. Inspired by the sun, Philips Hue white ambiance offers every shade of white light, creating a soothing environment. It can gradually tune to a cool daylight (6500k) and gently change to warm white (2200k).

Philips Avent Smart Bottle Sleeve

The new Philips Avent Smart bottle sleeve is a hassle-free solution to keep a feeding diary, supporting parents in understanding feeding patterns. And by connecting to the uGrow app, the Philips Avent smart bottle sleeve can offer personalized feeding advice based on your baby's developmental stage. Additional features include food temperature monitoring, feed



duration and interruption measurement – all of which are wirelessly logged into the uGrow app to generate personalized insights and detailed tracking.

Amazon Echo

For the ultimate in ease and simplicity, voice activation has now been introduced to the uGrow app via Amazon Echo. This revolutionary technology allows you to add trackers, ask questions and automatically add data to your child's development timeline through voice control alone. The Alexa Voice Service behind Amazon Echo is continually evolving which will also enable ongoing advances in sophisticated voice control to be introduced in the future.

Further Information

uGrow is a Medical Grade Application

Philips Avent is rooted in professional excellence, and it is the insights gained from research and clinical scientists that has helped shaped uGrow into the world's first medical baby app with connected products, giving you personal advice that matters. The app will be available to purchase under the 'medical' category in app stores, and has been designed to connect with medical devices including the Philips Avent smart ear thermometer. The expert advice and tips that uGrow generates relating to your child's specific development stage have been created in collaboration with our panel of breastfeeding, sleep and developmental psychology experts. The medical grade baby app enables more prescriptive advice and guidance designed to reassure and empower parents. The uGrow app is registered as a medical device in the European Union countries under the European Union Regulation Council Directive 93/42/EEC and registered with the US Food & Drug Administration as a Medical Device Data System under regulation 21CFR880.6310.

uGrow and the Philips Health Suite Digital Platform

The uGrow ecosystem is built upon the open infrastructure Philips Health Suite Digital Platform. Philips HealthSuite, a cloud-enabled connected health ecosystem of devices, apps and digital tools that will work seamlessly together to empower personalized health and continuous care. HealthSuite is purpose-built to benefit consumers, patients and populations across the health continuum, from healthy living and prevention to diagnosis, treatment and home care.