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Owlet Reinvents the Baby Monitor With New Smart Sock and Unparalleled Connected Care Platform for Parents

LEHI, Utah—March 29, 2017—As part of its vision to transform infant health and safety for every baby, [Owlet Baby Care](#) announces the next big thing in the Connected Nursery: the new Smart Sock 2 and the upcoming release of a Connected Care health platform, designed for babies in their first year of life. With the new Owlet Smart Sock 2, the Connected Care platform provides parents with new data analysis and trends based on biometric information about their baby, including heart rate, oxygen levels, sleep trends and red notification history.

“From day one, our mission at Owlet has been to revolutionize the way we care for our infants, and that starts with understanding their overall health,” said Kurt Workman, Owlet co-founder, CEO and father to two young children. “The launch of the new Owlet Smart Sock 2, with its unparalleled insights through the Connected Care platform, is getting us even closer to that goal. We’re now helping parents take a more proactive approach to their baby’s health by giving them a more complete picture. This is part of our mission to empower parents with the right information at the right time. We believe that each baby has a right to have Mom and Dad there when they need them, and the first step is to empower parents with that information so that they can act.”

Owlet Connected Care Platform

A first of its kind, the [Connected Care](#) platform tracks more data from the Owlet Smart Sock than parents previously had. It allows parents to view trends and use the insights to be proactive about their infant’s health; making decisions based on trends and data, as well as charting a course for development. Part of the new Connected Care platform will include future partnerships with other companies to integrate data that will help complete the picture of infant health, with Owlet as the hub for the Connected Nursery. The beta version of the platform will be available this spring. Owlet’s vision is that with the Connected Care platform, parents and medical professionals may one day be able to identify patterns and trends in an infant’s vitals leading to early illness detection, as well as underlying health issues. These may include sleep irregularities, RSV, pneumonia, bronchiolitis, chronic lung disorders (CLDI) and Congenital Heart Defects (CHD).

“By making this information accessible to parents, we are striving to improve infant health and to help chart a course for proper development,” said Dr. Ken Ward, Owlet medical director. “To accomplish this, we are creating the largest set of infant pulse and oxygen data to ever exist with the Owlet Smart Sock and further validating it through clinical studies.”

The beta version of Connected Care will include:

- Historical data tracking: 24-hour, one-week and one-month view of heart rate and oxygen levels tracked while baby slept
- Red notification information: More detailed information and tracking of when an Owlet Monitor notifies parents of levels outside the preset zone

- Sleep trends: Parents can more easily see their baby's sleep patterns and help them establish a healthy sleep routine. Future updates of the Connected Care platform will include thermal comfort.
- Trend analysis: Looking at average levels and rates

With an investment from the Amazon Alexa Fund, Owlet is working to lead the effort of the Connected Nursery and to revolutionize infant health care, and empower parents with helpful insights and information. The new sleep tracking feature is just the beginning. Owlet's vision for the Connect Nursery means that in the future, for example, if the Smart Sock detects a significant change in thermal comfort, showing the baby is too hot or too cold, it can then turn on the fan or heater, to keep the baby at optimal room temperature for safe sleep. This is the future of giving real-time feedback to parents to help them and their little one sleep better.

Connected Care will be included with every new Owlet Smart Sock 2 purchased through June, and will be available for parents to use in late Spring.

Owlet Smart Sock 2

Owlet is designed by parents for parents; user experience is paramount at Owlet. Building on the award-winning design of the original Owlet Smart Sock, the new [Smart Sock 2](#) is the result of parent feedback and our continued investment in product design. The result is the most sophisticated, accurate and reliable version of the Owlet Smart Sock yet. The Owlet Smart Sock has been used by more than 80,000 families, with nearly 200 billion heartbeats analyzed.

The Owlet Smart Sock 2 features and enhancements include:

- Improved bluetooth range, up to a 12x increase (100 feet), between the Smart Sock and Base Station
- Innovative new sock design, offering a more secure fit
- Easier, more intuitive sock placement, meaning fewer false notifications due to more accurate sensor placement
- Enhanced smartphone app for improved user experience
- Advancements in firmware and hardware to reduce false notifications
- Updated fabric sock can be worn on both feet, allowing parents to alternate as needed, as well as breathable toes through all sock sizes

On March 29, the Owlet Smart Sock 2 also makes its retail sales debut, now available at buybuy Baby stores throughout the U.S. and Canada. The Owlet Smart Sock 2 can also be purchased at [OwletCare.com](#).

About Owlet Baby Care

Owlet Baby Care was founded in 2013 by a team of passionate parents who believed there had to be better resources out there for infant health. The team wanted to bring themselves and other parents around the globe peace of mind and assurance, and developed a device that tracks a baby's oxygen and heart rate. Using clinically proven technology called pulse oximetry, the Owlet Smart Sock is designed to send notifications to the Base Station and via Wi-Fi to a smartphone, if a baby's heart rate or oxygen fall outside a preset range.

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