

## Description

Simple Alert is an indoor and outdoor alerting solution on a highly reliable watch, with outdoor tracking when alerting.

Simple Alert is built on a smart watch from SONY, connected to indoor beacons and via a cellular connection to a data-rich platform. It is extremely light, comfortable, and long-lasting, using LTE-M, GPS and Bluetooth to maximise coverage and extend battery life.

Users benefit from the quality of the SONY wearable reliably connected to a tried and tested alerting solution called SafeTrx, used globally by rescue organisations to save lives. This is a robust solution that protects wearers where and when they need it, allowing carers to treat and locate alerts in the widest range of situations.

## Features

- Automatic outdoor tracking and tracing with high accuracy GPS and per-minute updates when alerting.
- Emergency manual alerting works indoors and outdoors, via button press.
- Additional alerts for low battery, not-worn status, and no data connection, can be sent by email, SMS and voice call to any combination of on-screen users, admin contacts, and emergency contacts.
- Always connected due to in-built LTE-M modem, works automatically throughout Europe.
- Alerts contain a link giving carers a live view on wearer data and updated location data.
- Robust device, fully waterproof and cleanable.
- Fast simple recharge (45 mins) and long battery life (2+ days in typical network conditions)
- Robust strap, allergy tested and resistant to cleaning materials. Lockable strap available as an option.
- Over the air configuration, with automatic software updates, and the ability to reprogram the watch to switch users and features.
- Fully scalable data-rich IOT platform to manage devices, set up users and locations, view and treat alerts.

- Platform certified for alert integration to Enovation and Sky Response, and can connect additional beacons, smart building IOT devices, and offers full client, organisation and user management features.
- Companion care home staff app for managing alerts, users and locations.
- Simple watchfaces, prioritising the info that counts to wearers: time, SOS button, and smaller symbols for network and connected devices.
- Lightweight, discreet, and easily worn watch, with a strong strap which is soft on skin.

Zembro Care Platform, powered by SafeTrx, offers care organisations a powerful and scalable environment to set up and manage wearers and watches, add beacons, view timeline data, and handle alerts.

The combined solution of watch plus platform offers care organisations an unparalleled powerful environment for deploying multi-device care and alerting solutions. Can be integrated into existing alerting platforms, or deployed as an entire alerting solution which can expand to include remote patient monitoring, smart-home monitoring, advanced fall detection, and more features to come.



## Watch

The architecture and display of the Simple Alert watch have been designed to maximise battery life and prioritise accurate alerting.

By keeping the display simple and clear and avoiding unnecessary functions, the mSafety wearable is leading the pack in terms of battery life of connected watches.

- Standby mode: 2-5 days, depending on network conditions
- Real time tracking in alert mode: up to 12 hours
- Charging time: 45 minutes on USB-connected 4-pin magnetic cradle
- Display: 160x160 pixel 1.4 inch monochrome OLED with 3 hardware buttons
- Notifications: Vibrator, buzzer
- Highly robust and fully waterproof; IP 68 water & dust proof, submersible, showerproof, cleanable.
- 30g, lightweight
- Size: 53,2 x 45,0 x 12,75 mm
- Clear & simplified display & menu
- GPS accuracy typically 5-6 metres

### On-board sensors (not all used in Simple Alert):

- GPS, Heart Rate, Movement, Steps, Sleep, Fall detection (with optional external device for added security)

### Connectivity:

- Built-in eSim card connected to LTE-M/IoT network
- Global roaming profile
- GNSS/AGPS satellite receiver
- Long range: up to 20 km offshore
- 2-way data messaging
- Low power consumption
- No smartphone needed
- Bluetooth connection for external devices

## Server

- End to end data encryption, from application on watch to server
- ISO 27001, GDPR and HIPAA compliant development
- Integration options for onward forwarding of alerting
- Currently integrated into Enovation, Sky Response, and Bluelinea platforms, with more coming

## Simple Alert Features Summary

Form Factor	Watch
Network	LTE-M
Waterproof	IP68
Outdoor Tracking	Yes
Indoor Tracking	Yes
Beacon limit	Unlimited
Beacon type	Open
Beacon battery monitoring	Yes
Comms Frequency (not alerting)	10 minutes
Comms Frequency (alerting)	1 minute
Location Frequency (outdoor tracking)	1 minute
Location Frequency (alert)	1 second
HR Tracking	Option, continuous
Step Count	Option
Battery Life (non alerting)	48 hours
Battery Life (alerting)	8-10 hours
Manual (push button) alerts	Yes
Not Worn Alerts	Yes
Low Battery Alert	Yes
No Data Alerts	Yes
Wrist Based Fall Detection	Option
Confirmation of fall	Yes
Device Messages	Yes (10 min max delay)
Scheduled Reminders	Yes
Sleep Tracking	Option, motion based
At Rest Encryption	Yes
End to end encryption	Yes
Signal Coverage	-140dB

