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mother.

INTRODUCING MOTHER, REINVENTED

*Sen.se Creates a Caring, Adaptable and Programmable
Mom that Covers all the Areas of Your Life*

LAS VEGAS - January 5, 2014 - Sen.se Founder and CEO and renowned industry pioneer Rafi Haladjian, creator of *Nabaztag* the connected rabbit, introduces Mother, like you have never seen her before. Mother is a caring, adaptable and programmable device that turns objects into smart and understanding things that truly enrich your life. You can meet Mother, named an Honoree of the 2014 CES Innovations Design and Engineering Awards in the “Technology for a Better World” category, at the 2014 International CES, **Eureka Park TechZone, Booth 74210**, in the Venetian.

As with your real mother, Mother cares about you and loves you. Yet this Mother is programmable. You decide what aspects of your life you want her to handle and she tunes to your current needs. Unlike other devices that specialize in only one area, this Mother knows how to help you in many areas of your daily life: fitness, health, security, well-being and comfort. You decide how she can help simplify your life, ultimately helping you live better, healthier and happier.

What can Mother do for you today? Mother will help you have a good night sleep, help you be more active and fit and cut back on snacking...but that's not all. She'll enable you to spend less on heating by turning off your connected thermostat when nobody's at home and help protect your house by alerting you of suspicious activity ...but that's not all. She'll let you know when the children are safe at home and offer fun ways to teach your kids to properly brush their teeth...and still there's more. She'll remind you take your medication, make sure you have coffee in the house, and keep an eye on your most private possessions. And this is only a beginning.



Mother's nurturing side is evident in her playful design and touch sensitive face.

How does mom do it? Mother is the head of a family of Motion Cookies, a unique, new generation of multipurpose, autonomous sensors that connect real-life actions, detecting and understanding movements, temperature and more. Small and slick, yet powerful with the exceptional ability to analyze, find patterns, learn and continuously readapt, turning everyday objects into something smart.

“Mother is the first true advent of the Internet of Things in everyday life,” said Haladjian. “We have made sensors that unobtrusively blend into your life. She offers the knowledge and comfort you want, when and how you want it, all while remaining discreet.”

The Motion Cookies are extremely versatile. They connect automatically to the application you assign to them. Any given Cookie can serve for any application offered and affix to everyday objects simply and quickly. Cookies transmit data to the nearest Mother, but they don't have to be housebound. Even with no Mother in sight, they have the capacity to memorize up to 10 days of data and upload it to the system as soon as they encounter a Mother. Up to 24 Motion Cookies can be connected simultaneously to one Mother.

What does Mother do with the information? As directed, Mother will send alerts and notifications about what is important to you or when something urgent occurs. You can choose among several alert notification options from push notifications, text messages, emails, phone calls, sounds and light and Senseriver, a continuous real-time stream. All the data that Mother watches over is placed on a Senseboard, the storybook of your life. Browse through it to find trends, prioritized information, and statistics, and take action to change your behavior if necessary. Mother will also protect your privacy. All data collected belongs to you.

The initial launch will include 12 applications. **MSRP: \$222** for a bundle including one Mother and one box of 4 Motion Cookies. Once a user has a Mother, they can order additional Motion Cookies. 4 Cookie Pack, **MSRP: \$99**. Mother is currently available to pre-order with shipments starting in February. Go to Sensemother.com for additional information.

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