

nobi

Safe and Happy Living



Meet Nobi, the most ingenious lamp in the world

Nobi makes lives safer by preventing and detecting falls. Thanks to its cutting-edge AI technology, this intelligent ceiling light monitors the whole room while seamlessly fitting into any interior with its award-winning design. Nobi helps older adults to live a dignified, carefree, and happy life while respecting everyone's privacy.



Roeland Pelgrims
CEO & co-founder

Warm Lighting
Beautiful Design
Lifesaving Technology





Nobi, partner to older adults and their caregivers

A fall, at home or in an assisted living community, can dramatically change our lives. Rapid help after a fall — or, even better, avoiding a fall altogether — is invaluable. It is crucial for seniors, but it is also vital for caregivers.

Nobi immediately alerts caregivers after a fall, resulting in 100% peace of mind. “Long lies” and their far-reaching consequences belong in the past. With Nobi’s intelligent prevention and detection, caregivers can focus on warm and meaningful care.

Cutting-edge AI technology

Nobi combines optical sensors and AI in a stylish, life-saving lamp. It offers automated lighting to discreetly prevent disorientation and falls. Its circadian lighting supports a natural daily rhythm, from energetic morning light to warm lighting in the evening.

Valuable data, like out-of-bed alerts and analysis after a fall, help caregivers to prevent falls. Sleep reports support a faster diagnosis of health issues. All of this while respecting everyone’s privacy.

Our lamp prevents and detects falls, providing peace of mind for your residents, their loved ones, and staff.



Roeland Pelgrims
CEO & co-founder

Stylish product design, easy to use

Science has shown that surrounding people with good lighting and beautiful design improves quality of life. That is why we designed Nobi to be simple, discreet, user-friendly, and cozy. This is the opposite of competing solutions, which are often perceived as intrusive and stigmatizing.

We created a life-saving, high-tech
care device wrapped in a stylish
lamp that fits almost any interior.



Stijn Verrept
CTO & co-founder





Fall detection

Falls, a leading cause of death

Falls are among the leading causes of death for older adults. These falls may look innocent, but we tend to underestimate their impact, as well as how often they occur.

80% can't call after a fall

With a traditional nurse system, residents often cannot call for help. They might be too far from an emergency button, paralyzed by panic, or disoriented. At worst, they could even be unconscious.

Without Nobi,
up to 82% of falls
remain undetected*

A long lie of more than 1 hour
doubles the fatality rate.
Fast help saves lives.



*Based on results of first pilot project.

Fall detection



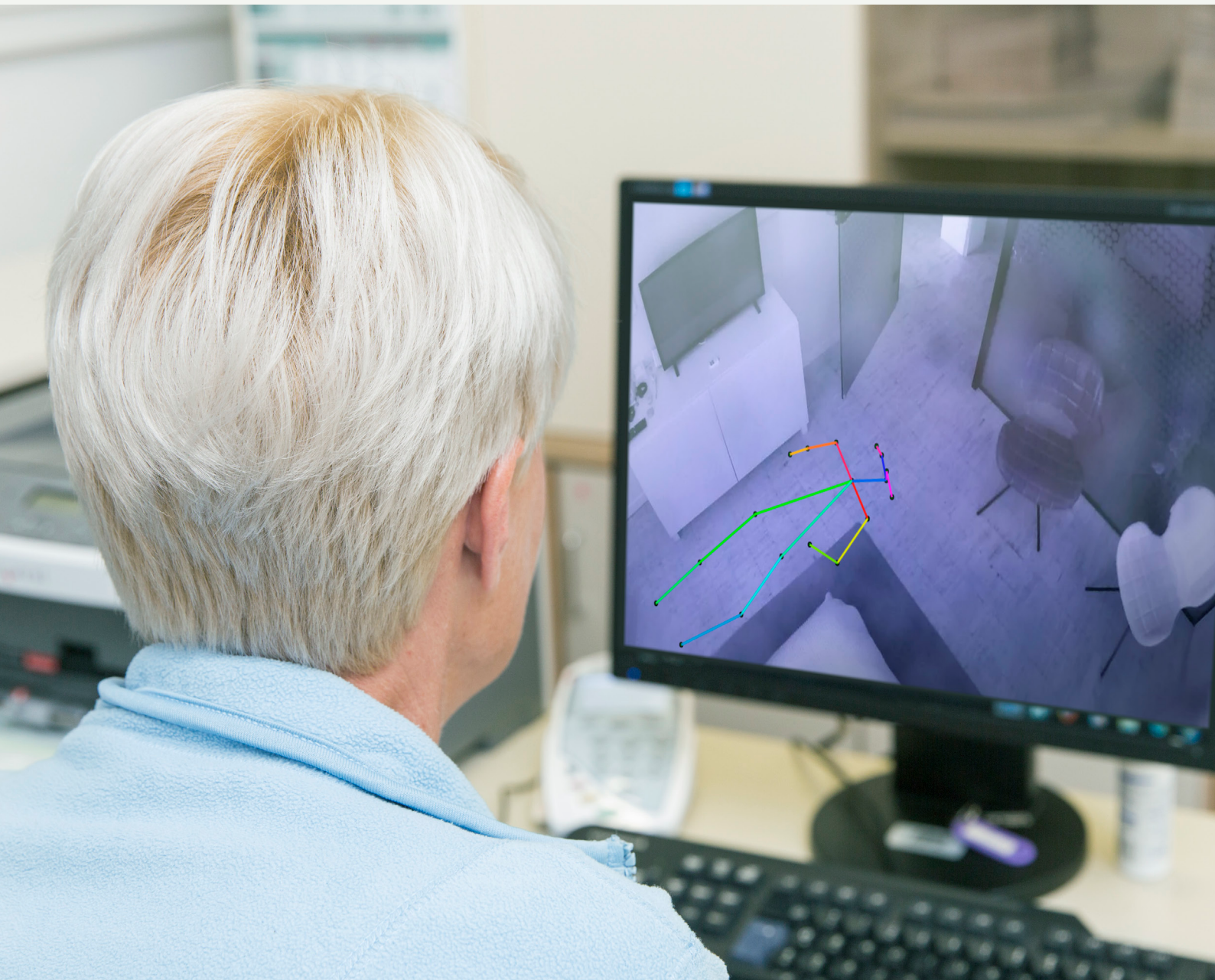
Nobi guarantees immediate assistance for 100% of falls

Too often, people who take a fall have to wait for help for extended periods of time. These “long-lie falls” can severely impact them physically as well as mentally. Nobi reduces the number of “long lies” to zero. Imagine the profound impact this can have on the seniors who fall, their families, caregivers, and society.

With Nobi:

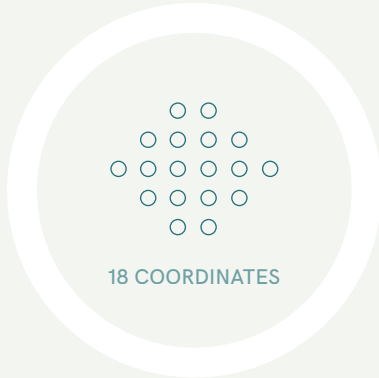
- Immediate help in **3 minutes 7 seconds***
- Nobi detects **100%** of falls
- **0% risk** of long-lie falls

*average response time





Fall detection: How does it work?



1 Detection

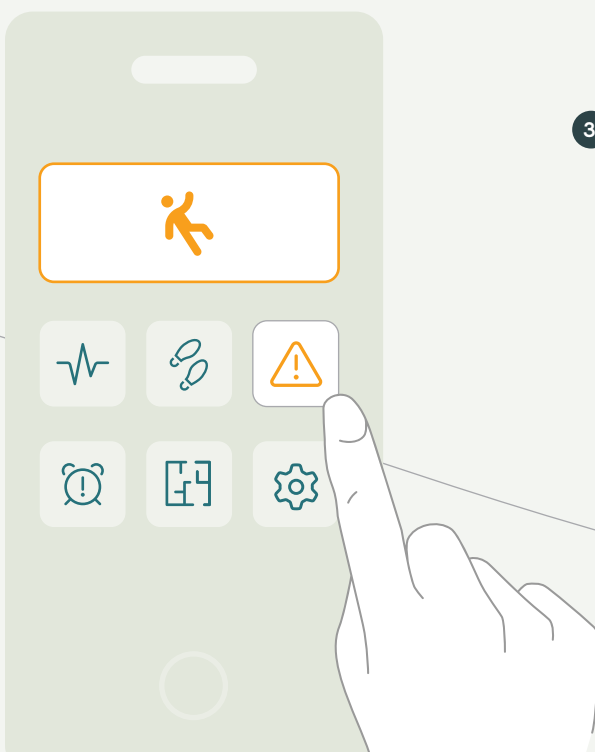
- Nobi's optical sensors give the lamp a clear view of the whole room, day and night.
- Nobi identifies an unusual position using 18 coordinates pinpointed on the human body.

2 Two-way communication

- Nobi kick-starts a safety procedure, starting with a simple question: "Did you fall?"
- If the answer is anything other than a clear "no", Nobi will alert care staff.
- Nobi allows two-way communication through the lamp when a fall has been detected.

"Did you fall?"

ooo



3 Fast action

- The alert is signaled on the dashboard or application and pushed to the nurse call system.
- Care staff can assist immediately: people receive help within 4 minutes on average.
- A timeline of 15 seconds before and after the fall is available through static images, enabling analysis of the fall.



62%

of falls happen
at night

Prevention is better than cure

An important feature of Nobi is its ability to prevent falls, and to supply care staff with data to make proactive and preventive care easier.

Nobi's features help relieve many of the day-to-day challenges in care communities.

Senior citizens with a history of falls are at greater risk of sustaining severe injuries and facing additional accidents. Preserving a high quality of life is best achieved through fall prevention.



Ann Van Wesenbeeck
Expert in Fall Prevention
and Head of Customer
Support Nobi

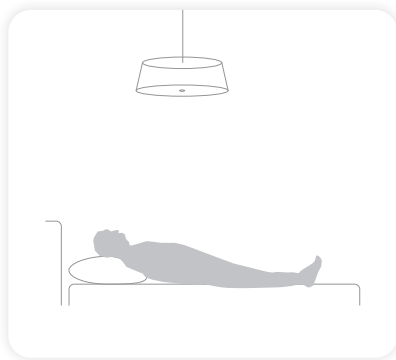


Fall prevention: How does it work?

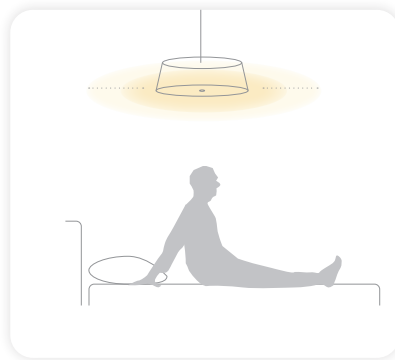
1 Automated lighting, no more disorientation

Your struggle: Residents often wake up during the night to visit the bathroom, become disoriented, and risk falling.

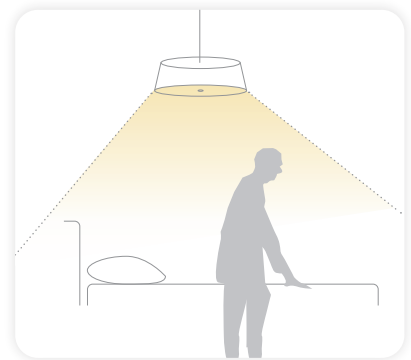
Solution: Nobi automatically shines a soft light whenever a resident sits up in bed, making sure they can orient themselves. When they move to get out of bed, the light intensifies, ensuring a clear path. With automated lighting, nighttime falls become far less frequent.



during sleep
no light



when sitting up
soft light



out of bed
brighter light



**Nobi reduces
falls by 80%***

*Average result of
first Nobi pilots

Fall prevention: How does it work?

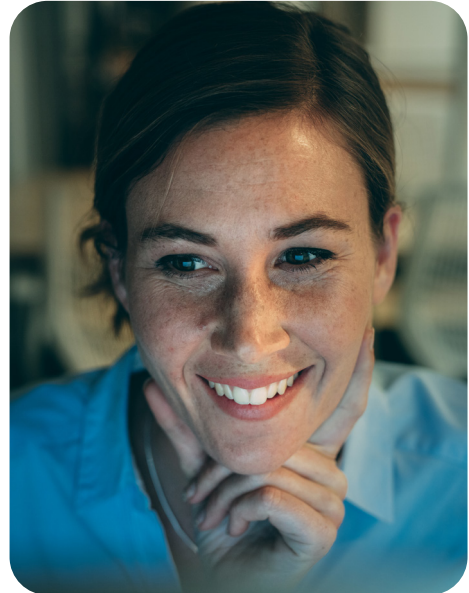


2 Monitoring functions for proactive help

Your struggle: Caregivers must do regular check-ins at night to ensure people are okay.

Solution: Nobi alerts staff when people are getting out of bed so they can check if the resident needs help. Four monitoring functions are readily available (in bed | out of bed | in room | out of room) and can be set for each resident separately, enabling a more personalized care approach. Always when needed, never when unwanted.

Nobi's monitoring functions are a very efficient and effective way to prevent falls, and result in less intrusive check-ins.



3 Analysis of a fall to avoid them in the future

Your struggle: When a fall occurs, care professionals can usually only guess the reason or the circumstances.

Solution: Nobi shares anonymized images of the fall — 15 seconds before and after. This much-needed context allows care professionals to analyze the events leading up to the fall.

With Nobi, care professionals have the tools and information to avoid falls in the future.

Falls are one of the biggest mysteries in the care home, with little insight into their causes, timing, and occurrence.

With Nobi, we can analyze falls that occur just before, during, and after the event.



Leanne Scrogam
Registered Care Manager
Hartland House

nobi



Even more preventive care

Sleep monitoring

Your struggle: Care professionals may notice changes in residents' behavior or moods without knowing the causes, making it challenging to fully grasp their health and well-being.

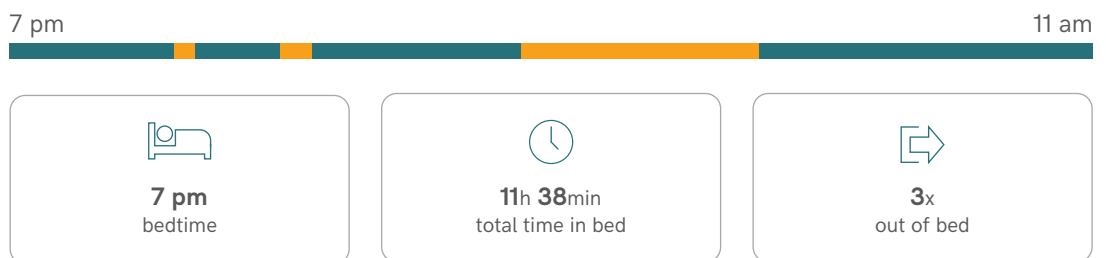
Solution: Nobi tracks how often a resident has left their bed each night. The sleep report gives care professionals insight into sleeping patterns.



Sleep reports facilitate individualized care

■ in bed ■ out of bed

Sleep reports help in comprehending the reasons behind higher levels of confusion the next day. They enable care staff to assess whether sleep is a contributing factor.



These insights help care professionals to provide more individualized care and, in some cases, even spot health issues in an early phase.



100% privacy-proof



Always discreet, maximum privacy

Each Nobi lamp handles all computing on its own powerful Nvidia processor. That means Nobi shares no images with any cloud or server, guaranteeing the resident's privacy. The Nobi lamp will communicate the event only when a fall occurs, pushing images through to the dashboard or application of care staff. These data insights help them better understand what caused the fall so future incidents can be prevented. After several days, Nobi destroys the images.

Our fall prevention lamp cares about your dignity and independence. Therefore privacy is key!



Stijn Verrept
CTO & co-founder

Choose your level of privacy

With customizable privacy settings, our lamps empower residents to choose the level of image sharing that suits their preferences, ensuring both privacy and peace of mind for all.



No image

Only an alert is pushed through, meaning all images remain solely on the smart lamp itself. No additional analysis is possible, resulting in less insights regarding the context of a fall. This limitation makes fall prevention more challenging, but does not compromise the fall detection features. **Considering the importance of fall prevention, we don't recommend this option.**



Anonymized stick figure

An abstract display of a person in the form of a stick figure ensures utmost privacy while providing essential contextual information. This aids in accurately identifying the appropriate response after a fall and in implementing preventive measures for the future. **Ideal for care settings.**



Full image

Nobi shows a full image in the dashboard and application with explicit approval, helping to estimate the fall's severity so the proper assistance can be provided. This option is selected to improve comprehension of fall incidents, **assisting healthcare providers in identifying the cause and promptly evaluating the required emergency care.**



