

Las Vegas, January 2022

Emotivi, the technological solution of the Silver Economy to fight senior isolation & promote at home and in-institution wellbeing.

A welcome innovation in response to the shortcomings pointed out by the Court of Auditors in public policies for the prevention of loss of autonomy.*

ISOLATION OF THE ELDERLY IS HARMFUL

« 20% of people over 80 years old declare that they frequently go without talking to anyone for several days. The loss of social relationships leads to depression and reduces life expectancy.

Explains Emotivi co-founder Emmanuel Castellani.

The health crisis has shown that loneliness and emotional deprivation have deleterious effects, leading to cognitive decline and the slippage syndrome. Caregivers had to invent emergency solutions to maintain intergenerational social and family ties.

DIGITAL DIVIDE AND "DIGITAL ILLITERACY" OF OUR SENIORS

Digital illiteracy affects 67% of people over 75. Admittedly, differentiated technological uses are beginning to emerge within the Silver Economy sector (simplified tablets, smartphone visio use). However, these connected tools are not familiar to them.

TRANSFORMING TELEVISION INTO A COMMUNICATION TOOL



With the help of a box connected to the television and a button to "pick up", the elderly person is fully autonomous. Relatives download the application and post their digital content (photos, messages) or launch calls and videos.



The patented technology is automated: turn on the TV if it is off, activate the right source, hang up or put the TV program back on before the call. A new box, with a sleeker, integrated design, will be available in September 2022.

200 INDIVIDUALS AND 100 ROOMS IN EHPAD (NURSING HOMES) EQUIPPED

Because televisions are often present in homes and hospital rooms, senior residences and institutions for dependent elderly people, Emotivi is deployed in France, overseas, Switzerland and Belgium. Distributors, large industrial groups and public markets are also interested in the solution.

ACCELERATION FOLLOWING THE 2ND ROUND OF FINANCING

Emotivi has just raised its second round of financing, "which will allow us to hire, to do digital marketing and to industrialize our production," says Emmanuel Castellani. It will also allow us to open up new sectoral and international market.

OPENING THE TECHNOLOGY TO TELEMEDICINE

Bringing a secure, complete, democratic and universal solution to the double problem of lack of doctors in rural areas and difficulties for some seniors to move, is the new objective of Emotivi, aligned with its "raison d'être".

A U.S. PATENT FOR THE C.E.S. IN LAS VEGAS

Solicited by the "Région Sud", Emotivi will present its technology for the second time at the next CES in Las Vegas, from January 5 to 8, 2022. Because real market opportunities exist: "with their health systems, the USA and Canada are home to many health insurance companies and private clinics". An American patent has already been filed in this sense.



Emotivi was created in 2017 following a personal story of the co-founder, a member of La Team: a pool of entrepreneurs working in tech and business services. Located in the heart of the Sophia Antipolis technology park, the company develops simple digital solutions to create social connections.

www.emotivi.fr

*In its survey published last November, the Court of Auditors denounced the lack of solutions in the fight against isolation, where there is only an outline of awareness

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