
PROBLEM SOLUTION

➤ CUSTOMER SEGMENTS:

Residential swimming pool construction is the largest market compared to commercial pool construction and is expected to maintain its dominant position throughout the forecast period in the study. This segment includes swimming pools that are built in the residential complexes, bungalows, row houses and other types of individual houses.

➤ PROBLEM /PAINS:

Most drowning incidents happen in residential areas, with up to 74% of these cases being fatal pool accidents. Sadly, children aged one to four years are the most affected, especially when the pool lacks a proper fence or when kids are left unattended. Although commercial pools are still not 100% secure, most of them have swimming lifeguards who are always on the lookout for all the activities around pools.

➤ TRIGGERS TO ACT:

Among causes of drowning that involve swimming pools, pools that lack safety barriers during hours of non-use are one of the most common. In residential settings, small children, adults living with disabilities, and the elderly are the ones who need barriers in place the most.

➤ EMOTIONS:

When adults are dealing with the drowning of a child, grief counseling can help as well as support groups. This type of outside advice can comfort both parents and caretakers. Professionals can help in ways that others may not be able to. If you are dealing with the drowning of a child, look in your area to see what types of grief counseling is available.

➤ AVAILABLE SOLUTIONS:

There are two types of drowning prevention devices that could help to prevent drownings: those that are intended to keep a person afloat when in the water and those that are supposed to sound an alert when a person falls into the water. Life jackets: Put your child in a properly fitted US Coast Guard approved life jacket when around or near water, such as when visiting a home with a pool. Swim lessons. The AAP recommends swim lessons as a layer of protection against drowning that can begin for many children starting at age 1.

- *CPR training. Parents, caregivers, and pool owners should know CPR and how to get emergency help. Keep equipment approved by the U.S. Coast Guard, such as life preservers and life jackets at poolside.*
- *Check the water first. If a child is missing, look for him or her in the pool or spa first. This is especially important if your child is prone to wandering.*
- *Spread the word. Share this article on social media and with family, friends, and neighbors.*

➤ CUSTOMER LIMITATIONS:

While swimming is generally one of the most low-impact sports out there, certain injuries are common among competitive swimmers. Your average swimmer shouldn't have to worry too much about these injuries as they really only start occurring with excessive training and are commonly referred to as "overuse injuries".

➤ BEHAVIOUR:

An "active" drowning involves a conscious victim, usually a non swimmer or poor swimmer, who can no longer keep their head above water. Usually, an active drowning victim progresses from a stage of distress to one of drowning. The time of this progression varies significantly, from less than a minute to several minutes.

➤ PROBLEM ROOT/CAUSE:

Unattended children: anything can happen in a moment of distraction, so it is important that children are observed when they are in the water.

Panicking in the water: Kids can get scared due to the waves or other swimmers in busybodies of water.

Inability to swim: young summer should stay near the shore or at the shallow end of the pool in order to stay safe. They should also use safety devices, such as flotation devices

Wall crawlers: Children who cannot swim or are afraid to will usually cling to the wall of the pool. Sometimes they may cling to the pool wall if they are tired. It's important to observe these children and watch for them. Encourage them to move to the shallow end of the pool where they may feel much more confident, they will certainly be safer

➤ YOUR SOLUTION:

AngelEye LifeGuard is a drowning detection system that detects every dangerous situation and accident. The AngelEye software works in close integration with the cameras installed in the pool to continuously scan the pool. Thanks to this combination of hardware, software and profound innovations, today AngelEye LifeGuard represents excellence in drowning detection.

SOLUTION ARCHITECTURE

