**Similar Products:**

**Digital Assistance:**

* Examples: Alexa, Echo, Google Assistant, Cortana, Siri
* Key Features:
  + Voice Recognition
  + Natural Language Processing
  + Interactive Guidance
  + AI-Powered Learning and Adaptability
  + Context Awareness
  + Integration
  + Task Autonation
  + Personalisation and Customisation
  + Real-time Data Access and Retrieval
  + Proactive Assistance and Suggestions
  + (whatfix.com/blog/digital-assistant/)
* “Technology designed to assist users by answering questions and processing simple tasks” - workgrid.com

**Emotional Support:**

* No Technology:
  + Sensory Items (Fidget toys, etc.):
    - Involves different textures or modes of interaction.
    - Many different types
    - Very dependent on the person using it
    - Can be very helpful to one person but actively distressing to another.
  + Close Friend / Family:
    - Supportive
    - Able to provide advice
    - Able to provide physical support
* Technology (Not AI):
  + Muse Headband + Menti Headband:
    - Multi-sense EEG headband that reads brain activity.
    - Able to help focus by detecting brain activity and using gentle audio feedback.
    - Used for mediation and sleep.
  + Apollo Wearable
    - Uses vibrations to reduce stress.
    - Dubious science behind it.
  + Noise-cancelling earplugs (Loops):
    - Reduce audible sensory inputs
    - Help people feel calmer and less overwhelmed