

mySafePlay™ - Never Miss a Moment, Always Know They're Safe

A Platform That Ensures Child Safety While Capturing Precious Memories

mySafePlay™ is designed to enhance and elevate the outstanding experiences your venue already provides for families.

Our platform's advanced safety features help streamline operations, reduce liability, and further strengthen your reputation as a trusted secure destination. In addition, mySafePlay™ introduces a unique memory-preservation element that adds a fresh layer of value for your guests.

These shareable memory montages create meaningful connections with your brand—encouraging families to return more often, happily pay premium pricing, and naturally spread the word about their experiences. In this way, mySafePlay™ becomes both a powerful operational tool and an engine for organic growth.

The Market Need and Opportunity

Every parent knows this moment: You tell your child "5 more minutes" at the play zone, and they vanish into the maze of tunnels and slides. Five minutes becomes ten. You're searching everywhere, checking slides, climbing walls, play structures—while your mind races with every parent's worst fears:

What if they're hurt and crying somewhere I can't hear them?

What if someone led them away?

What if they somehow left the facility?

What if they're being bullied and hiding?

Every parent can relate to these anxieties—they reflect the real challenges of supervising children in busy, dynamic environments.

mySafePlay™: Offers venues unprecedented security features, with enterprise-grade secure biometric technology that lets parents visually check on their children anytime, anywhere. Using advanced facial and body gesture recognition, our system provides:

Instant Safety Alerts

- Child injury or distress detection
- Bullying incident identification
- Unauthorized area access warnings
- Exit monitoring with unknown individuals

Precious Memory Capture

While keeping your child safe, *mySafePlay™* automatically captures the magical moments you'd otherwise miss. Our AI intelligently identifies and preserves:

- Genuine breakthrough achievements
- Heartwarming social interactions
- Moments of pure joy and discovery
- Authentic smiles and laughter

And we take care of system setup and maintenance, so our solution doesn't get in the way of your ongoing operations.

***mySafePlay™* delivers what every venue can use, and what every parent wants:**

complete peace of mind with enterprise-grade security features, and beautiful memories, all in one intelligent solution. It combines pinpoint accuracy, top-level security, and genuine privacy protection - giving parents complete confidence in both safety and data protection.

Our Technology Fills the Gap

Industry-Leading Accuracy

Engineered with unmatched security, our facial recognition technology offers a high level of precision and dependable performance in dynamic play environments.

Enterprise-Grade Security

mySafePlay™ employs military-grade encryption and zero-trust architecture to protect children's biometric data.

Privacy Protection Beyond Compliance

The *mySafePlay™* privacy-first approach includes:

- Parental consent for all data collection and processing
- Transparent data usage with clear opt-out options
- Minimal data retention policies (only while in venue)
- No third-party data sharing under any circumstances
- COPPA-compliance protects venues against legal recourse (see <https://www.coppa.org/coppa/>)

Next-Generation Solution

There's nothing on the market like *mySafePlay™*, which also utilizes venue-optimized algorithms to maximize visibility and responsiveness. Some parents today rely on consumer tracking devices like Apple AirTag® which offer a relatively inexpensive alternative, but have significant security vulnerabilities and limitations, including:

- Designed for item (vs. person) tracking with probabilistic, consumer-grade functionality that relies on nearby devices for approximate positioning
- Documented issues with stalking, signal jamming, and spoofing, making them unsuitable for child safety applications

Revenue Sharing with Ongoing Recurrent Income Opportunities:

- **Digital Memories:** \$0.99 candid photo, \$2.99 AI video montage
- **Packages:** Digital Pack 1: \$9.99 – 5 photos + 3 Video montages
Digital Pack 2: \$19.99 – 10 photos +5 Video montages
Digital Pack 3: \$29.95 – 20 photos + 10 video montages
- **Peace of Mind Subscriptions:**
Free Plan: 1 Child, one location.
Basic Plan: \$9.99/month (2 children, unlimited locations)
Premium Plan \$19.99/month (3 children, unlimited locations)
Family plan: \$29.99/month (unlimited children, unlimited locations)

Redefining the Family Experience

mySafePlay™ is more than a technology; it is a fundamental reimagining of the child and family experience. Utilizing enterprise-grade safety and AI-powered memory preservation, we eliminate the conflict between a child's need for independence and a parent's desire for connection. We provide the tools and assurance necessary for families to make confident decisions, foster healthy development for children and strengthen bonds within families. The ultimate measure of our success lies in *Never Miss a Moment, Always Know They're Safe*, the countless precious moments we preserve and the peace of mind we provide, ensuring that families can fully embrace our core promise.