## *We're on a mission to make the world a better place.*

We plan to do that by leveraging technology to impact childhood education during the most formative stages.  Our goal is to do good while building a great business.

Founders Jon, Chris, and Nicki are supported by an amazing team of programmers, engineers, and childhood education specialists. Jon and Chris are brothers, fathers (5 kids between them), veterans, entrepreneurs, and Stanford graduates.  Nicki is a world-class triathlete, successful businesswoman, and a graduate of both Oxford and Stanford.

Thank you for supporting the Starling!

# Table of Contents

# 1. What's in the box?

With your Starling unit, you'll receive

1. One charging dock
2. One charging cable
3. One plug
4. Three clip options:
    1. One magnet attachment
    2. One clip attachment
    3. One loop attachment

# 2. Compatibility

The Starling has been designed to be compatible with the iPhone 5S and newer generations.

The Starling is compatible with iOS Version 9.0+

# 3. Quick Start Guide

Step 1: Charge your Starling. To do so, place your Starling in the charging dock. Plug the charging cable into the USB port on your computer or supplied plug, and plug the other end into the port on the back of the charging dock. Once charging successfully, the light on the Starling will turn red (charging) or green (if fully charged).

Step 2: Download the Starling App from the app store on your smartphone.

Step 3: Once downloaded, open the app and create an account

Step 4: Choose your accessory attachment.

Step 5: Attach the Starling to your child. We recommend putting the Starling on the front of your little one's short collar or waist band

## 4. Turning Your Starling On & Off

To turn your Starling on, press the button for approximately five seconds. You'll see a rainbow light pattern appear once the Starling has successfully turned on. As soon as it's turned on, your Starling will start counting words and you can connect your Starling to your phone.

To turn your Starling off, press the button for approximately five seconds. You'll see a red light turn on and then fade out once the Starling has been successfully turned off. Once off, the Starling won't count words, and you won't be able to connect it to your phone. However, you definitely won't lose any of your data!

## 5. Button Presses & Light Animations

**Button Presses**

**Single Click** – Clicking the button once allows you to see the status of your daily goal. After pressing the button, you'll see the light on the Starling flash four times. This pattern represents how far along you are in your goal.

**Short Hold** (Around 3 Seconds) – **If your Starling is NOT in 'Auto Sync Mode'**, holding the button on your Starling for three seconds causes your Starling unit to advertise for 30 seconds so that it can connect to your phone. You'll see a blue light begin to fade in and out, and once your Starling has connected successfully to your phone, that light will turn solid blue for two seconds and then turn off. **If your Starling is in 'Auto Sync Mode'**, this button press won't do anything.

**Long Hold** (Around 5 Seconds) - Pressing the button on your Starling for approximately three seconds will turn your Starling on or off.

If you're turning your Starling **off**, you'll see a red light on your Starling that fades out.

If you're turning your Starling **on**, you'll see a rainbow animation appear on your Starling unit.

**Light Meanings**

**Red:** Your Starling unit is turning off or your battery is low.

If you turn your Starling off (this is done by holding the button for five seconds), you'll see a solid red light fade out on the Starling.

If the battery on your Starling is low, you'll see a red light fade in and out three times.

Dim Red: Your Starling is in your charging dock and the battery is successfully charging

Dim Green: Your Starling is in your charging dock and is fully charged.

Orange and Green: Orange and Green lights are associated with your daily word goal. After a single button click, you'll see the Starling light flash four times. The pattern represents how far along you are in your goal:

> Four orange flashes: 0 - 24%

> One green flash, three orange flashes: 25% - 49%

> Two green flashes, two orange flashes: 50% - 74%

> Three green flashes, one orange flash: 75% - 99%

> Four green flashes: 100%. You've hit your goal for the day!

Yellow: Your Starling unit is being updated. After choosing to update your Starling from the Starling app on your phone, the light on the Starling will turn yellow signifying that the update is in progress.

Blue: Blue is associated with the communication between your Starling and your phone via bluetooth. After a long button hold, a blue light will fade in and out on your Starling, signaling that your Starling is trying to connect with your phone. The light will turn solid blue for a few seconds (and then turn off) once your Starling has successfully connected to your phone.

# 6. Introducing the Daily Goal

We designed the Starling to encourage us to interact more with our children in ways that research has show to be beneficial for brain development in the early years. The Starling will help you be confident you're enhancing your child's development.

The primary measure of interaction is the words spoken to and with a child. To encourage regular daily engagement, the Starling has the ability to set a daily word goal. Just as a step counter encourages you walk a certain number of steps each day, the Starling will encourage you to speak a certain number of words each day.

None of us are perfect! We understand that from time to time children get sick or families travel or disturbances happen.  However, for the most part, the daily goal is there to encourage and reward you for engaging your little one each day.

The Starling comes with a default word goal. You are, of course, free to change this at any time and can do so within your Starling app.

You can see your word goal in the Starling app on your smartphone. The goal is labelled underneath your current word count in the middle of the circle on your home screen.

To change your daily word goal, click in the middle of this circle on your current word count or word goal. You can change your goal in increments of 100 words. We recommend changing your goal by a 100 words each week if you're hitting your word goal consistently.

You can also see your daily word goal progress on the Starling itself. To do so, press the button once on the bottom of your Starling. After pressing the button, you'll see the light on the Starling flash four times, indicating how far along you are in your goal. For a description of this light pattern, see the 'Light Animations' section below.

You can find more information about the daily goal online at
www.versame.com/starling/daily-goal

# 7. Introducing Activities

We'll be sharing short activity prompts with you that you might like to try with your child. They are age differentiated so you'll only get activities relevant to your child.

Find out more about activities online at www.versame.com/activities

# 8. Updating your Starling

Feature enhancements and product improvements are occasionally made available with updates provided through the Starling app. We recommend keeping your Starling as up to date as possible.

Updating your Starling takes several minutes and is demanding on the battery. We require that you charge your Starling while the update is in progress. We will notify you when your Starling needs to be updated in the Starling app.

To update your Starling:

> **Step 1:** Place your Starling in the charging dock. You'll know the Starling is successfully charging if you see a dim red light appear on your Starling (or a dim green light if it's fully charged!)

> **Step 2:** Open the accompanying Starling app on your phone

> **Step 3:** Click on the settings tab

> **Step 4:** In the "Starling Settings" section, select your child's Starling

> **Step 5:** On the next screen, you'll see a red badge next to "Firmware Version". Click on this and you'll be told to update your Starling. Click "Update"

> **Step 6:** The light on your Starling will turn yellow while the update is in progress, and return to dim green or dim red once the update is complete

## 9. Updating your Starling app

We'll also be enhancing your accompanying Starling app. You'll be notified of an app update in your App Store. Open the App Store and click on the 'Updates' tab. You'll be able to update your Starling app there. We recommend keeping your Starling app as up to date as possible.

## 10.  Bluetooth Connectivity

Your Starling is capable of communicating with your smartphone via Bluetooth Low Energy (BLE). Within your Starling app settings, you have the ability to control how and when this communication happens.

There are two settings:

> **Auto-Sync Mode** [default setting is on]: Starling periodically tries to connect with your phone to keep your app up to date with its most recent data. Once your Starling connects with your phone, the light on your Starling will turn blue for two seconds.

> **Manual Mode** [auto-sync off]: Your Starling will only try to connect with your phone following a three second button hold or when placed in the charging dock.  After the

button hold, a blue light will fade in and out on your Starling for 30 seconds, and will turn solid blue for two seconds once connected.

Please Note: We recommend syncing your Starling as often as possible to avoid data loss. Your Starling is only capable of storing a few days of data.

# 11. Wear & Care

We know that all parents and children are different so we have provided three clip attachments for your Starling. Choose the one that suits you and your child best.

The Starling is meant to be worn by your child. As with all wearable technology, accuracy is affected by location of wear. For best results, we recommend attaching the Starling directly to your child's clothing, on the front of his/her shirt or belt loop.  Ideally, the Starling should go on the outer most layer of your child's clothing so that it's not blocked by a jacket or sweater.

If that is not possible, you may attach it to your child's carrier (car seat, high chair, etc). Whichever location you prefer, keep in mind that the Starling counts most accurately when it is closest to the child.

We recommend you remove the Starling from any clothing while your child is sleeping and reattach it after your child wakes up.

Your Starling is water-resistant and will withstand some splashes or drool. However, the Starling is not designed to be worn when swimming or bathing and we do not recommend immersing it in water. Likewise, the Starling has been designed to exceed the US Government's choke threshold, so it is safe for your child, but we do not recommend you let your child chew on the Starling.

**Cleaning your Starling.**  To clean your Starling, attachments, and charging dock, use only a damp cloth to gently wipe down. Do not use any type of cleaning product or solvent as this will wear away the plastic and could damage your Starling. Do not fully submerge your Starling in water or place it in the washing machine.

For more details, see the Wear and Care Guide ([versame.com/starling/wear-and-care](versame.com/starling/wear-and-care)).

## 12.   Battery & Charging

Your Starling contains a rechargeable battery. With normal use, your Starling should last 1-3 days before it needs to be charged, however we recommend you leave your charging dock in your child's room and charge it every night while he/she is sleeping. The expected battery life of your Starling may change as we add additional features through software updates.

There are two ways to check your Starling's battery status:

> **Starling App.**  You can check the level of your battery by connecting the Starling to your phone's companion app and looking at the battery indicator at the top of the screen. If your battery is low (below 25%), we'll send you an email and notify you in your Starling app letting you know that it's time to charge your Starling.

> **Starling Low Battery Light Indicator.**  You'll also be able to tell if your Starling battery is low on the Starling unit itself. After a short button press for a status update, a red light will pulse on and off for a few seconds indicating low battery.

To charge your Starling, take it out of your attachment and place it in the charging dock. Plug the charging cable into the USB port on wall adapter, and plug the other end into the port on the back of the charging dock.

While in the charging dock and charging, you will see the LED light on the device glow red. Once it is fully charged, it will turn green. A full charge takes approximately 1.5 hours.

## 13.  General Product Information

> MATERIAL

> Starling - ABS

> Attachments [not pictured] - Versalloy

> DIMENSIONS

> 47.0 x 9.9 x 45.363 mm (W x D x H)

> Fits within a 49.0 mm diameter circle

> WEIGHT

19 g

SENSORS

Omni-directional microphone

3-axis accelerometer

Ambient light sensor

WIRELESS

Bluetooth 4.1 (Low Energy)

MEASURES

Number of words spoken to a child

CHARGING

Charging cradle and cable provided

Standard USB (+5V) power

DISPLAY

Single RGB led indicator

BATTERY

Re-chargeable Li-Polymer cell

BATTERY LIFE

Up to 5 days with "average" usage

WATERPROOF

More like splash proof. Can probably survive a full submersion for a very

brief period of time.

COMPATIBILITY

OS : iOS9+

# 14.   Regulatory & Safety Notices

USA: Federal Communications Commission (FCC) Statement
This device complies with FCC part 15 FCC Rules.
Operation is subject to the following two conditions:
1. This device may not cause harmful interference and
2. This device must accept any interference, including interference that may cause undesired operation of the device.


FCC Warning
Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.
Note: This equipment has been tested and found to comply with the limits for a
Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:


• Reorient or relocate the receiving antenna.
• Increase the separation between the equipment and receiver.
• Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
• Consult the dealer or an experienced radio/TV technician for help.


This device meets the FCC and IC requirements for RF exposure in public or uncontrolled environments.

Canada: Industry Canada (IC) statement
IC Notice to Users English/French in accordance with RSS GEN Issue 3:
This device complies with Industry Canada license exempt RSS standard(s).
Operation is subject to the following two conditions:
1. this device may not cause interference, and

2. this device must accept any interference, including interference that may cause undesired operation of the device.

This Class B digital apparatus complies with Canadian ICES-003.

European Union (EU)

Declaration of Conformity with Regard to the EU Directive 1999/5/EC VersaMe Inc. is authorized to apply the CE Mark on the Starling, Model xxx, thereby declaring conformity to the essential requirements and other relevant provisions of Directive 1999/5/EC. Compliant with the standard R&TTE 99/CE/05.

Complies with:
ASTM F963-11
CPSIA requirement for lead and phthalates

Operating Conditions:

- Operating Temperature: -4 to 113 F (-20 to 45 C)
- Non-operating Temperature: -22 to 140 F (-30 to 60 C)
- Maximum Operating Altitude: 30,000 feet (9,144 m)
- Water Resistant: Your Starling is water-resistant and will withstand some splashes or drool. However, the Starling is not designed to be worn when swimming or bathing and we do not recommend immersing it in water.

Safety Instructions:

- Read these instructions.
- Keep these instructions.
- Heed all warnings
- Follow all instructions
- Do not attempt to open your Starling. Substances contained in this product and/or its battery may damage the environment and/or human health if handled and disposed of improperly.
- Do not tamper with your Starling.
- Do not use abrasive cleaners to clean your Starling.
- Do not place your Starling in a Dishwasher, Washing Machine or Dryer.
- Do not expose your Starling to extremely high or low temperatures.
- Do not use your Starling in a sauna or steam room.
- Do not leave your Starling in direct sunlight for an extended period of time.
- Do not leave your Starling near open flames.
- Do not dispose of your Starling in a fire. The battery could explode.
- Do not attempt to disassemble your Starling, it does not contain serviceable components.

Battery Precautions:

- Do not attempt to replace your Starling's battery. It is built-in and not changeable.
- Charge the battery in accordance with the instructions supplied with this guide.
- Use only the charger that shipped with your product to charge the battery.
- Charge your Starling using a certified computer, powered hub or power supply.
- Do not attempt to force open the built-in battery

# 15.  Disposal and Recycling Information

The symbol on the product or its packaging signifies that this product has to be disposed separately from ordinary household wastes at its end of life. Please kindly be aware that this is your responsibility to dispose electronic equipment at recycling centers so as to help conserve natural resources. Each country in the European Union should have its collection centers for electrical and electronic equipment recycling. For information about your recycling drop off point, please contact your local related electrical and electronic equipment waste management authority or the retailer where you bought the product.

- Do not dispose of the Starling with household waste.
- Batteries are not to be disposed of in municipal waste stream and require separate collection.
- Disposal of the packaging and your Starling should be done in accordance with local regulations.

Please recycle!

# 16.  Trouble Shooting

If your Starling experiences any of the following:

- Not syncing
- Not responding to speech
- Not responding when in the charger
- Not responding to button presses

You may need to restart your Starling. Press and hold the button on your Starling for three seconds to turn it off. Wait ten seconds. Press and hold the button on your Starling to turn it back on.

If after restarting you are still experiencing problems, please contact Customer Support or see [www.versame.com/help](www.versame.com/help)

## 17. Help / Contact us

If you're experiencing any problems, visit [www.versame.com/help](www.versame.com/help)

We'd love to hear from you, day or night! Visit [www.versame.com/contact](www.versame.com/contact)