EMARS

Emergency Medical Alert and Response System

PROBLEM

Customers (Sons/Daughters) feel bad when users (elderly) have the following problems:

- Elderly tend to **fall down** often due to aging and health issues
- Have Fear of Intruders and Theft/Robbery
- At times, elderly do not pick up the call
- Risk of Sudden change in **health conditions** (Vital signs)
- Face lack of Immediate Medical Assistance
- Not able to call during Emergency (Battery dead, misplaced phone, phone glitches, etc.,)

USE CASE:

Health Related Emergency:

- Heart Rate Variations
- Physical injury (Falls)

Non-Health Related Emergency:

- Intruders
- Not picking up calls

SOLUTION - eMars

AUTO DETECTION

- Fall Detection
- Heart Rate Variation
- GPS Tracking

MANUAL DETECTION

- SOS Button

Emergency Medical Alert - EMA

USER INTERFACE

- Real-time values on HR, Fall Status, GPS
- Health Records Storage
- Real-time SMS Alerts

TWO WAY COMMUNICATION

- SIM Facility
- In-built Mic & Speaker

RESPONSE SYSTEM

- Trained staff to access & act based on the priority level
- Call nearest ambulance/family

Response System - RS

TARGET USER

Elderly people who face:

- Dizziness
- Have bradycardia(Slow HR), tachycardia(High HR)
- Have constant paranoia about health/non-health

and are:

- living with spouse,
- living alone,
- living with working children (spend most of time alone)

COMPETITORS

Competitors **lack one or more** of the following features:

- No fall detection
- No continuous monitoring of Heart Rate
- No GPS tracking
- Only SOS Button
- SOS limited only to emergency contacts not to response system
- No Two-Way Communication

MARKET ADOPTION

B₂C E-commerce High-End Old Age Homes

B2B

HomeHealth Care
Centers

PARTNERSHIPS Jio Airtel