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will buy
an over-the-counter heart-rate and blood oxygen content
sensor
because
it gives them peace of mind, which lets them rest.

First time parents of children between the age of 2 and 7
will buy
a device that monitors their child's proximity, detects
water submersion, and provides heartrate, blood-oxygen
level, and stress metrics
because
it will reduce the mental stress associated with constant
child monitoring.

Important Statistics

- 3,400 sudden unexpected infant deaths (SUID) annually
 - Sudden infant death syndrome: 1248 (37.0%)
 - Unknown: 1173 (34.7%)
 - Accidental suffocation and strangulation in bed: 955 (28.3%)
- For children aged 1-4, drowning is the leading cause of preventable death (excluding birth defects)
- For children aged 4-14, drowning is the second leading cause of preventable death
- 3/4 of drownings occur in backyard pools