



# Light Paper

## Preamble

The analysis conducted by NoHeatstroke.org showed that from 1998 to 2020, only in the USA, 882 children, in pediatric age, have died due to Vehicular Heatstroke.

An examination of media reports about the 882 pediatric vehicular heatstroke deaths for a 23-year period (1998 through 2020) shows the following circumstances:

- 52,9% - Forgotten by caregiver (467 children)
- 25,6% - Gained Access on their own (227)
- 19,7% - Knowingly left by caregiver (173)
- 1,7% - Unknown (15)



[www.noheatstroke.org](http://www.noheatstroke.org)

Considering the risk present globally, most countries are adopting “ad hoc” regulations to require the installation of children anti-abandonment devices in the cars.



In Italy the law n. 117 of 2018 established the obligation for all parents who transport children under the age of 4 by car to have an anti-abandonment system. Anyone who breaks the Italian law, risks (depending on the case) a fine, the deduction of points on the driving license and its suspension. An extension of this obligation to the rest of the European countries is expected by 2025.

# 1.BoBCam

## The Simpler Children Anti-Abandonment System in the World

BoB Cam is the innovative patented system (Concession No. 102018000008458 of 24/08/2020) for monitoring and detecting the presence of an infant inside a motor vehicle.

Developed by the system, a digital solution was born today and designed to meet the needs of safety, simplicity and timeliness in compliance with Italian legislation and with the technical characteristics included in the Implementing Decree no. 122 of 2019.

Conceived on the basis of aeronautical logics, BoB Cam App is the only application able to transforming a common smartphone into an anti-abandonment device in accordance with the law. The app reminds you to check the presence of the child every time at the end of the car trip unless, using the camera and a simple QR code, it verifies the actual absence of the child.

BoB Cam App has these two main functions:

### **Reminder Function**

The Reminder Function is enabled simply by connecting the smartphone to a suitable power socket in the car. At the end of the trip, when the car is turned off and consequently the power supply is cut off, BoB Cam App will start automatically, promptly reporting to the driver to check for the presence of the child in this restraint. At the end of the trip, when the car is turned off and consequently the power supply is cut off, BoB Cam App will start automatically, promptly reporting the driver to check for the presence of the child in his car seat restraint.

### **QR Code Detection Function**

The QR Code Detection Function simply serves to ensure that, while leaving the BoB Cam system always active, unnecessary reminders are still avoided when the child is not on board in his car seat restraint. To use this function, you must simply apply a specific QR code on the child restraint cover and position the smartphone with the camera in order to frame this code when the child car seat is empty.

When the car is turning off, in the case of the child restraint is empty, the QR code will be automatically detected by the smartphone which, at that point, will cancel the alerts provided by the reminder function, thus avoiding unnecessary warnings.

In case the child is on board in his car seat, the QR code will not be visible because it is covered by the child himself; consequently, the notifications provided by the Reminder Function will not be canceled and will recall the driver's attention to remind him checking the presence of the child immediately at the end of the trip, before he can be forgotten in the car.

**In any case, the operating logic used allows the application to warn the driver in all cases in which the active system is not able to detect the QR when the power is removed, even if the Detection Function of the vehicle is not used. QR Code or if the QR code should deteriorate and / or the camera should fail.**

## 2.Plus Values and Advantages

The BoBCam system has significant advantages and plus values that give it qualities of versatility, universality and safety unmatched worldwide.

One of the strengths, which differentiates it from its competitors, is its self-diagnostic skill. The inverted operating logic, in fact, allows the system to operate in a way that, once activated, it presupposes the presence of the child on board.

During the trip and at the end of it the system, using the visual detection of a specific QR Code, will look for actual proof of the absence of the child on board in his car seat.

Therefore, once the system is activated, whatever the circumstance for which the QR Code is not detected, the driver's attention will be captured so that he can verify the presence of the child or rather intervene on the causes that led to the failure reading of the QR code.



### Safety

The Inverted Operating Logic guarantees reminders and alarms in any case



### Universality

To check the absence of the child, just a simple QR code on the car seat and no other electronic devices



### No Radiation

The only one without any electronic devices or batteries close to the child.










### 3. Competitors analysis

BoB Cam is a patented system born and developed also studying weaknesses and criticalities of other anti abandonment systems available on the market and object of evaluation by competent authorities and regulatory agencies ([NHTSA 2015](#) & [2012](#)).

Thanks to the intense research and development work, we have defined various system-based solutions. The digital version is a solution that meets the requirements and characteristics of the Implementing Decree of the Italian law and presents different upgrade opportunities, as well as integration in new generation cars (Automotive Sector).

The following table represents the positioning considering the current competitors:

✔ Compliant with this feature     
 ✔ Approved on the main child restraints of its brand     
 ✘ Not Compliant with this feature

Brand	Device Name or Type	No electronic device that could alter the certification of child restraint	Reminder without taking your smartphone or tracker out of the car	Cancel the reminders only if everything works	No batteries to replace, the system recharges its while driving	Transform your smartphone directly into an anti-abandonment device
	<b>BoB Cam App</b>	✔	✔	✔	✔	✔
	<b>Remmy</b>	✘	✔	✘	✔	✘
	<b>Baby Bell, Giordani</b>	✘	✔	✘	✔	✘
	<b>Car Seat Guardian</b>	✘	✘	✘	✘	✘
	<b>Cuscini Pad</b>	✔	✘	✘	✘	✘
	<b>Mymi con Tracker</b>	✘	✘	✘	✘	✘
	<b>Versione Tippy-Fi</b>	✘	✘	✘	✘	✘
	<b>BebèCare Easy Tech</b>	✘	✘	✘	✘	✘
	<b>V-Baby</b>	✘	✘	✘	✘	✘

## 4. Market

In Italy, Law No. 117 of October 1 came into force on March 6, 2020. The legislation provides for the obligation of a compliant anti-abandonment device in car and concerns children between 0 and 4 years of age. This scenario determines the number of one-off beneficiaries and the opportunities of the Italian market in the coming years.

Here is the current potential situation, pending the regulations under discussion in the other States of the world, represented primarily by the European and US markets among all.



**+450 thousand  
births a year**



**+2 million children  
to protect**



**+ 5 million births a  
year\*\***



**+ 4 million births a  
year\*\*\***

[\* ISTAT; \*\* EUROSTAT; \*\*\* STATISTA]

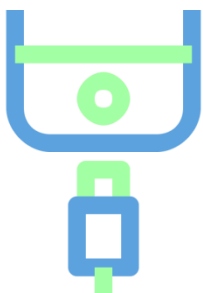
## 5. Business model

**BoBApp Free for 30 Days !!!**  
The only Anti-Abandonment System you  
can try before buying it



**Direct retail sale of BoBApp licenses  
through eCommerce**

**Sale of BoBApp License Packages to  
Authorized Resellers (10 to 20% discount)**



**Affiliate campaign for the sale of kits,  
accessories and smartphones tested and  
approved for BoB Cam App**

**Brokerage for the Patent Use License to  
the Automotive Industry in exchange for  
Royalty**



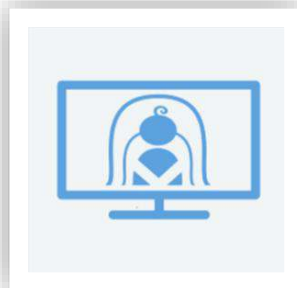


## 6. Upgrades and Development

The BoB Cam system is constantly upgrading and developing. In the future, we will provide additional applications and features, retaining the characteristic that distinguishes it from all the others: easy of use combined with the necessary effectiveness required in the Security sector.

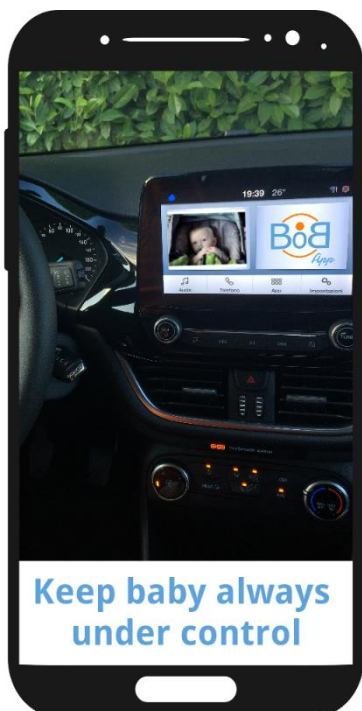
The development concerns software upgrades, hardware applications and the integration of the patented system into the automotive industry:

1. BoB Cam System has been designed to be installed as standard in cars directly by the manufacturers who have nothing else to do except implement the software BoB Cam App directly on the vehicle's on-board computer and apply a micro camera, capable of reading the QR code (or other type of code, as described by the Patent).
2. The company is working on developing the feature that will allow the monitoring of the child during a trip without looking back. The camera of the smartphone or the micro camera integrated in the car will not only detect the QR code but also monitor the child whose image will be transmitted on the screen of a connected smartphone and / or on the car monitor.



### Baby Monitoring

It allows you to maintain eye contact with the child on car monitor or smartphones





## 7. What We Need

At present, the digital solution BoB Cam App is available on the Italian market only for smartphones using the Android operating system.

We are looking for partnerships, funds, investments that help us accelerate our project and scale up to higher level. We would like to create a version of the application available for the iOS operating systems on the market and, above all, to interest and involve the automotive sector in order to follow up on the definitive integration of software and hardware on new generation cars.



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