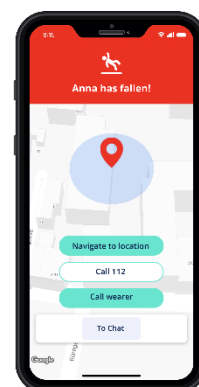


Emergency wristband and “caera” app for rapid assistance in an emergency

Ulm, 1 September 2023 – “Free in everyday life. Safe in an emergency.” – That’s exactly what is offered by the new EC 70 SafePlus emergency wristband from Ulm-based health specialist Beurer, with “caera” app included. It supports those people who wish to live independently, but are at increased risk in everyday situations due to age or a disability. The topic has already been very positively received as part of this year’s IMB (IFA Innovations Media Briefing). Beurer is focusing on the emergency wristband again at IFA in Berlin. As part of the Beurer press conference that took place on 1 September 2023 at the Beurer stand in Hall 4.1, Stand 216, Managing Director Sebastian Kebbe and the team once again drew attention to the topic.

Use of the wristband means that the wearer can go about their everyday life safely – both at home and on the go. A fall could mean an emergency situation that, in a worst-case scenario, the wearer is not able to get themselves out of. An emergency notification is automatically sent to up to six stored emergency contacts via a fall detection system built into the wristband. The person who has fallen can also trigger the emergency notification manually, with the push of a button.

In contrast to a traditional home emergency alarm, this mobile wristband can be used both at home and on the go thanks to a built-in roaming SIM card and mobile technology, and can be located and called in an emergency. By means of the “caera” app, emergency contacts can immediately make initial contact with the person who has fallen and talk to them on the phone, as well as being navigated to the location of the wearer so they are able to provide assistance as quickly as possible.



24-hour emergency call service: If you don’t have relatives nearby or if they are temporarily away, a professional emergency call service is available. In addition to the required basic package, which includes six stored

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emergency contacts, there is an optionally available professional 24-hour emergency call service. The emergency call centre is staffed by experienced emergency call assistants who establish a voice connection to the wearer and alert local rescue services if necessary.

Initial experiences from test subjects confirm its importance



Viktoria (85 years old) says:

"Thanks to the wristband, I feel safer again in everyday life."

Gertrud (84 years old) feels much safer with the wristband:

"I'm lucky that I have the wristband now. My loved ones and I are now sleeping more peacefully again."

Nina (27 years old), relative:

"Thanks to the emergency wristband, we were able to react quickly and call an ambulance for my grandmother when she had a fall at night and was then unconscious – so we prevented anything worse happening."

The [promotional video](#) and the [set-up video](#) can be found under the following links.

All Beurer highlights will be presented at IFA from **1 to 5 September 2023** in Hall 4.1, at Stand 216.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment; the company is a market leader in Europe in the area of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe.



This portfolio is under constant development in all areas and includes products for home use. It includes: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, grooming and body care products for men, a Babycare line, an ovulation thermometer, a fertility set, activity sensors, and heart rate monitors. USB ports and *Bluetooth*[®] enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1,700 people. You can find more information at www.beurer.com.