



THIS IS
GENUS

*The smart photo frame that
connects with family & care*



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With **Genus** there is always **someone closeby**. Genus is a stylish frame that blends in any home. And you can see your friends and family through **shared photos** or a **videocall** on a **razor sharp** screen.

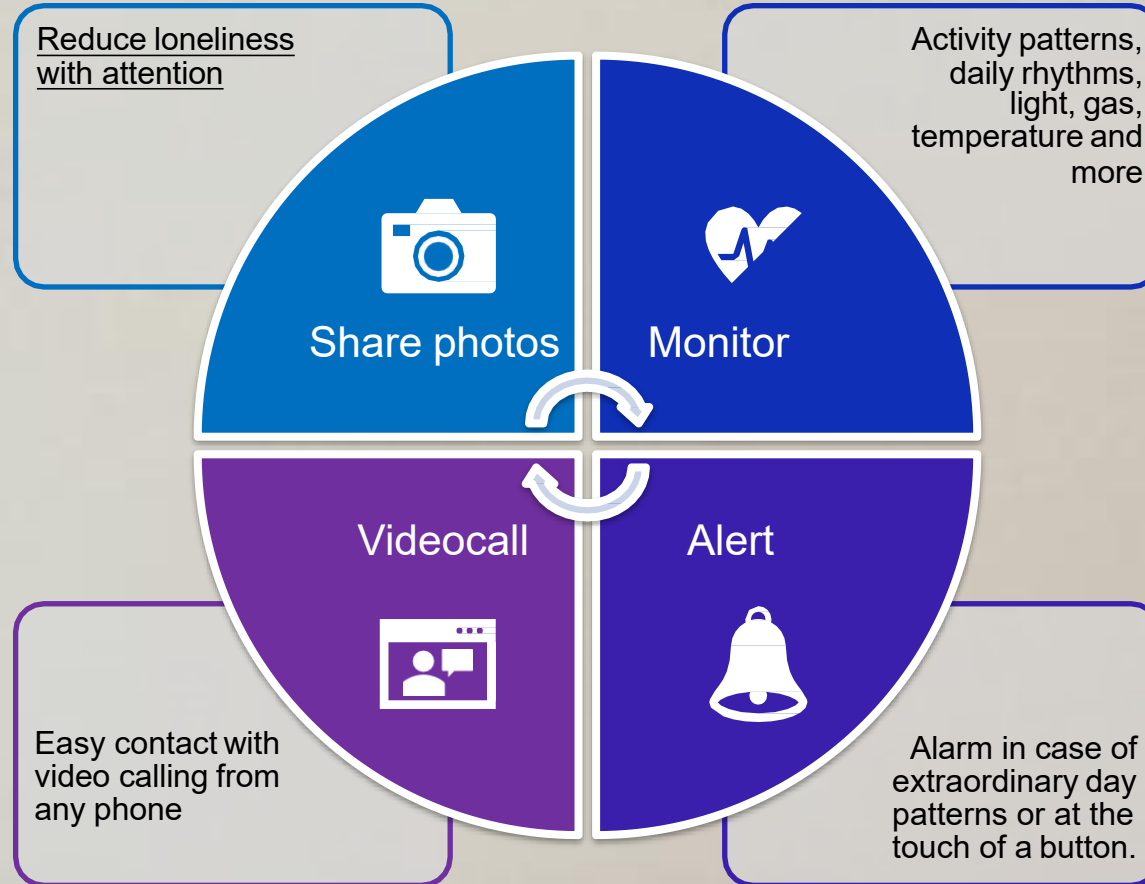
But Genus also **delivers care**. Sensing the environment and being alert it helps in case of need. Genus takes the burden of **professional- and informal caretakers**. That makes Genus truly special.

Genus is the **positive care product** that everyone wants in their home.



WHAT IS GENUS

Reduce
loneliness



Peace and
confidence



**A smart digital picture frame with sensors, alarm and video calling
With an app, family shares photos and caregivers gain insight into changing daytime patterns
In case of problems, a video connection is easily started**

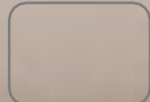
GENUSFRAME



The Genus shows the **latest pictures** of family and friends. In addition, the various sensors measure the daily **rhythm and environment**. In case of need, the picture frame turns into a **videoscreen** to call.

GENUSAPP – CARETAKER

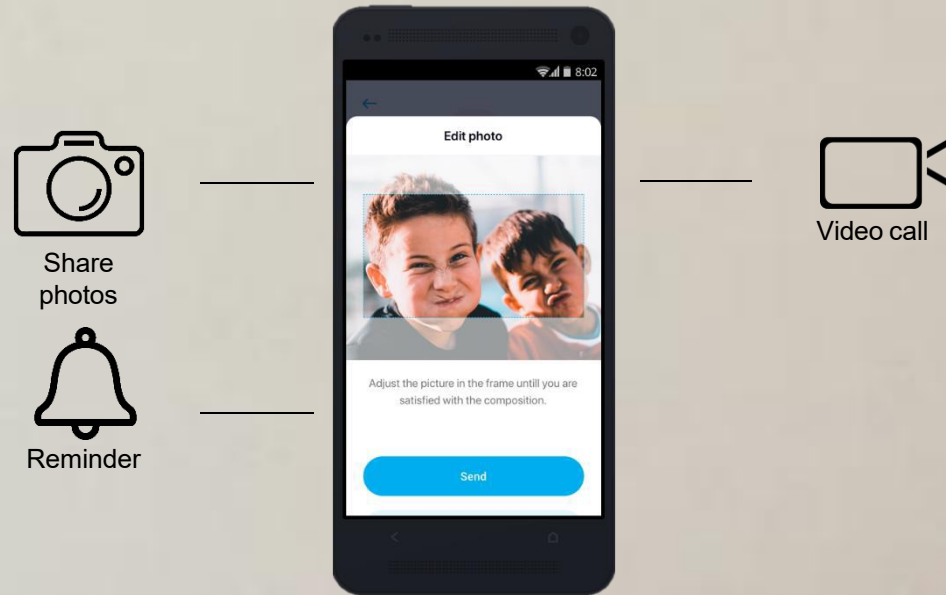


 In coming release

The Genus app provides **insight** into the **daily rhythm**. In unexpected situations (e.g. someone does not get up, the gas level is too high), the caretaker is notified. Through the app you can have direct **videocontact**.



GENUSAPP - SHARE



The Genus family app lets everyone share a personal photo or make video calls. This indicates that you're being thought of. And once a week, you get a friendly reminder to keep sharing!



Genus Mobile SOS Button

Making Genus reach beyond the livingroom

The Genus Mobile SOS Button extends the reach of the Genus Care photoframe and ensures that you are connected everywhere.

The Genus Mobile SOS button works with any mobile network



How does it work?

The Genus Mobile SOS Button is a 2/3/4G enabled portable device.

When the SOS button is pressed, an SMS with GPS coordinates is sent to the Genus Cloud **alarming all caretakers.**

Voice call

Once pressed, every caretaker will be able to call directly to the SOS button.

Genus Mobile SOS Button

Waterproof

The Genus Mobile SOS Button is waterproof and can be worn whilst showering.

Wireless charging

The Genus Mobile SOS Button is charged by simply putting it into the base station. This allows you to charge it overnight next to your bedside.





GENUS FOR CARETAKERS

*Quadruple Aim
Tool for the caretakers*



BETTER INSIGHT



How's Mrs. Johnson actually doing?...

I now have an up-to-date overview of:
Daily Rhythm &
Loneliness

That's how I know what's going on in
people

Genus gives insight



MORE CONTACT

In the evening I can make a short video call to see if everything is okay.

We now have more frequent and faster contact and more insight into the home situation.

And it gives peace to the client.

Genus improves contact



MORE EFFICIENT

I know now that I really have to go there....

Through monitoring insights and (video-) contact I have more efficient visits.

We now also call to check the drug intake

We use the Genus data as part of client discussion. This allows us to provide preventive care.

Genus saves cost



WHO IS GENUS CARE

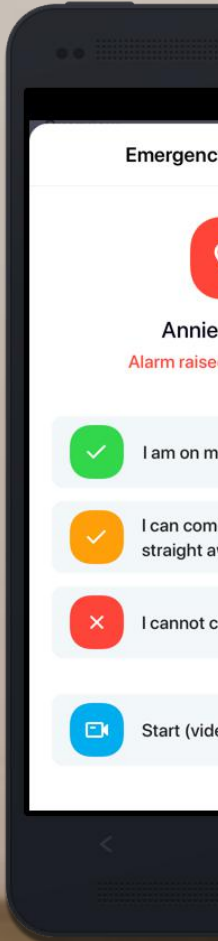


Genus Care BV is a Dutch company was founded in 2018.

Genus is a collaboration between three parties who decided to build together something that brings people together while creating a feeling of peace and trust.

With extensive knowledge of sensors, data models, product creation and software development on both App as a cloud level, GenusCare brings together a multi-functional team to create a unique product.

The first units have been successfully tested and deployed in the elderly care environment, both internal and external as well as with mental health professionals.



HOW GENUS WAS BORN

Genus was conceived and founded by Hans-Elias de Bree and Jill Mulder to find a solution for their own parents.

Their parents don't live directly in the neighborhood. And as with most parents, there was no need for immediate care at the time. But they sometimes wondered if everything was going well. In addition, they wanted more and more regular contact. Between them, their children, friends and parents.

And so, the idea of Genus was born.

After a development of 4 years to find the right combination between ease of use, privacy and functionality, the first Genus Frames are now able to share the most beautiful photos, videocall on a large scale, and have professional caretakers and informal caretakers an indication if everything is well.

What about Hans-Elias and Jill's parents?
These are (of course) the first satisfied users.

Now we are ready to launch Genus beyond the Netherlands to be able to connect more elderly people with their families and caretakers. Our mission is a little more attention for each other whilst having a bit more peace and confidence. This way the elderly can live at home longer, safer and happier.



GENUS

Genus is the positive care product everyone wants in-house

Connection



Reduce
Loneliness

Monitoring



More
Insight & contact

Assist



More peace and
confidence

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