

## [157] A NEW PARADIGM FOR AGING IN PLACE

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### Kytera Abstract

- **Investment Rational**  
Kytera develops an advanced remote monitoring solution for aging in place, based on innovative contextual activity analysis technology. We target the Personal Emergency Response System (PERS) market - \$1.2B in US today. We have pre-commercial system, and started a pilot with US service provider. Kytera's management team has vast international experience, and successful track record in developing innovative technologies, and driving business with Tier-1 companies.
- **Business Strategy**  
Kytera's technology can automatically and reliably detect distress situations for seniors who live in their homes. We are B2B2C business, and we leverage on existing channel to market of PERS (panic buttons) service providers, and their large install base. Business model is based on one-time sale of the system and recurring monthly fee per user.
- **Core Technology**  
Kytera developed an innovative contextual activity analysis technology that provides understanding of a person's activities. The technology is based on unique, multi-input, sensing layer that tracks the elder's location, posture and activity level, and uses sophisticated machine learning algorithms to interpret context, dynamically learn the routine and provide our differentiated value proposition of automatic and reliable detection of deviations from routine and distress situations.
- **Product Profile/Pipeline**  
The product includes a wristband the elder wears, 5 wireless sensors in the house, a remote server in the cloud that automatically detects distress situations, service provider dashboard, and mobile application for family caregivers. We have pre-commercial system proven in alpha tests in Israel and US, and are engaged with US PERS service providers for commercial pilots.

### **What's Next?**

After we matured our contextual activity analysis technology and started piloting in US, we plan to extend the commercial pilots with two additional US PERS service providers, and to productize our solution towards commercial rollout. Round A financing is planned in 1H/2018.