

SafeToSleep Baby Monitor Wins National Parenting Publication Award

The SafeToSleep Sleep and Breathing Baby Monitor wins a 2013 National Parenting Publication Award joining an elite list of must-have products for parents.

DETROIT, Michigan, June 5, 2013 (PR WEB) – SafeToSleep(R) (www.SafeToSleep.com), has been awarded a 2013 National Parenting Publication Award (NAPPA) for its landmark baby monitor that can measure the breathing of a sleeping baby with hospital accuracy and alert a smartphone upon detection of a dangerous breathing event. NAPPA’s team of independent, expert judges and parent testers spent months testing and evaluating the Sleep and Breathing Monitor and SafeToSleep smartphone app. SafeToSleep received the award in June with perfect scores in product quality, innovation, and safety. The award adds SafeToSleep to NAPPA’s elite list of must-have products for all new and expecting parents.

The SafeToSleep system is the first in a new category of baby monitor that can monitor the real-time breath rate of a sleeping baby. Unlike traditional video or movement monitors that require parents to keep constant watch over their sleeping babies, SafeToSleep uses state-of-the-art technology to monitor every breath of a sleeping baby with clinical precision. Like a hospital monitor, the SafeToSleep system will alert parents upon detection of dangerous breathing events via their smartphone using the free SafeToSleep smartphone application. The SafeToSleep app provides reports on total sleep time and sleep quality, helping parents to understand and care for the health and wellness of their babies in ways that have never before been possible.

“We are thrilled to receive the NAPPA award and be named to NAPPA’s elite list of must-have products for new and expecting parents,” said SafeToSleep spokesman. “The ability for parents to monitor the breath rate of their babies is new-to-the-world and marks a significant advancement in infant sleep safety. Parents tell us daily how much they love their SafeToSleep monitor and we are so happy that the parent testers and experts at NAPPA feel the same way. There is nothing we love more than keeping babies safe!”

The \$329 SafeToSleep Sleep and Breathing Baby Monitor Bundle includes a SleepMat, Parent Unit, SleepMat Cover, and free downloadable smartphone application. The SleepMat is a soft sleep surface that uses patented sensor technology to monitor baby breathing and send the information to a smartphone as each breath occurs. Using the free SafeToSleep smartphone app, parents can monitor their baby’s breath rate in real time from their Apple or Android smartphones or tablets. The system will proactively alert parents if the baby’s breath rate drops too low or if the baby stops breathing altogether. The app generates reports on total sleep time, sleep quality, and can stream lullabies to the SleepMat to help sooth a sleepy baby.

SafeToSleep products can be purchased at brick and mortar retailers across the United States and Canada or online at Amazon, Babies R Us, or at the company’s website www.safetosleep.com/shopping.



For more information about SafeToSleep or SafeToSleep products, please visit, <http://www.safetosleep.com>

About NAPPA

For more than 20 years, the National Parenting Publications Awards (NAPPA) has been the go-to resource for the best products for families. NAPPA's team of independent, expert judges, along with family and child testers, select the most innovative and enduring products to be NAPPA Gold, Silver and Honors winners in two annual competitions—Children's Products and Parenting Resources. For more information, visit www.NAPPAawards.com.

About SafeToSleep

SafeToSleep is on mission to improve infant sleep safety and infant care through the invention, improvement, and application of user-friendly and intuitive technologies. Find out more at www.SafeToSleep.com, and at the SafeToSleep Facebook page www.facebook.com/safetosleep.

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