

caru



Respectful technology for people in need

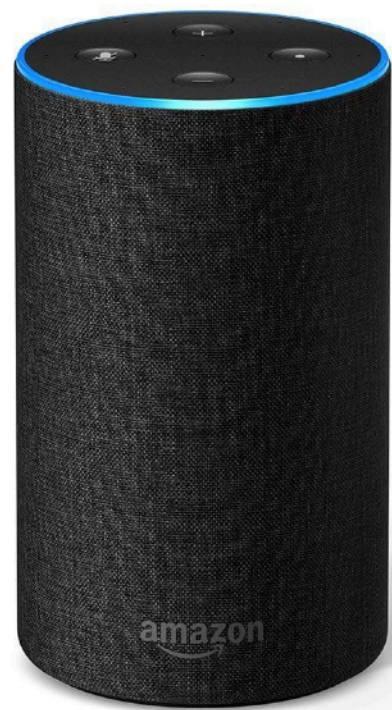
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Susanne Dröscher, Co-CEO CARU AG

APRIL 1st

What comes to your
mind when thinking
about your older family
members?

Why is it logical to use
AI in products for this
user group?

Talking to over 500
people has shown us:
We need to bridge the
digital divide.



Safety is about Relationships



Grandpa

«Being an active part of the family.»



Family

«Sharing everyday moments with grandpa.»

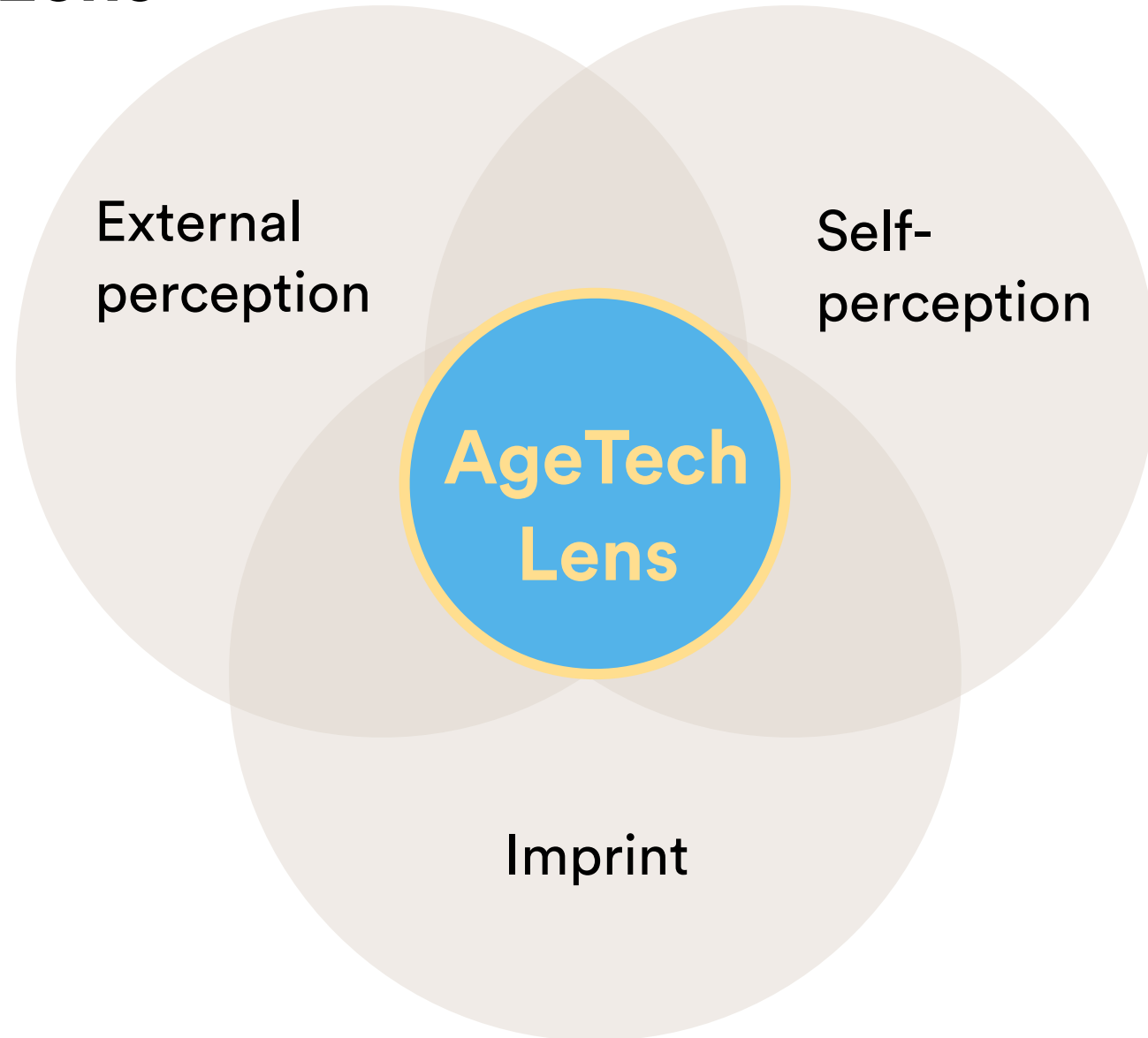


Spitex

«Having objective evidence of the health status for a respectful care relationship.»

The AgeTech Lens

The AgeTech Lens



CARU – Granny's digital flatmate



External perception

- Addressing two sensory levels: light & sound
- VUI (voice user interface)

Self-perception

- Beautiful design
- Human centered understanding of safety

Imprint

- No change of behaviour necessary

CARU – Granny's digital AI flatmate

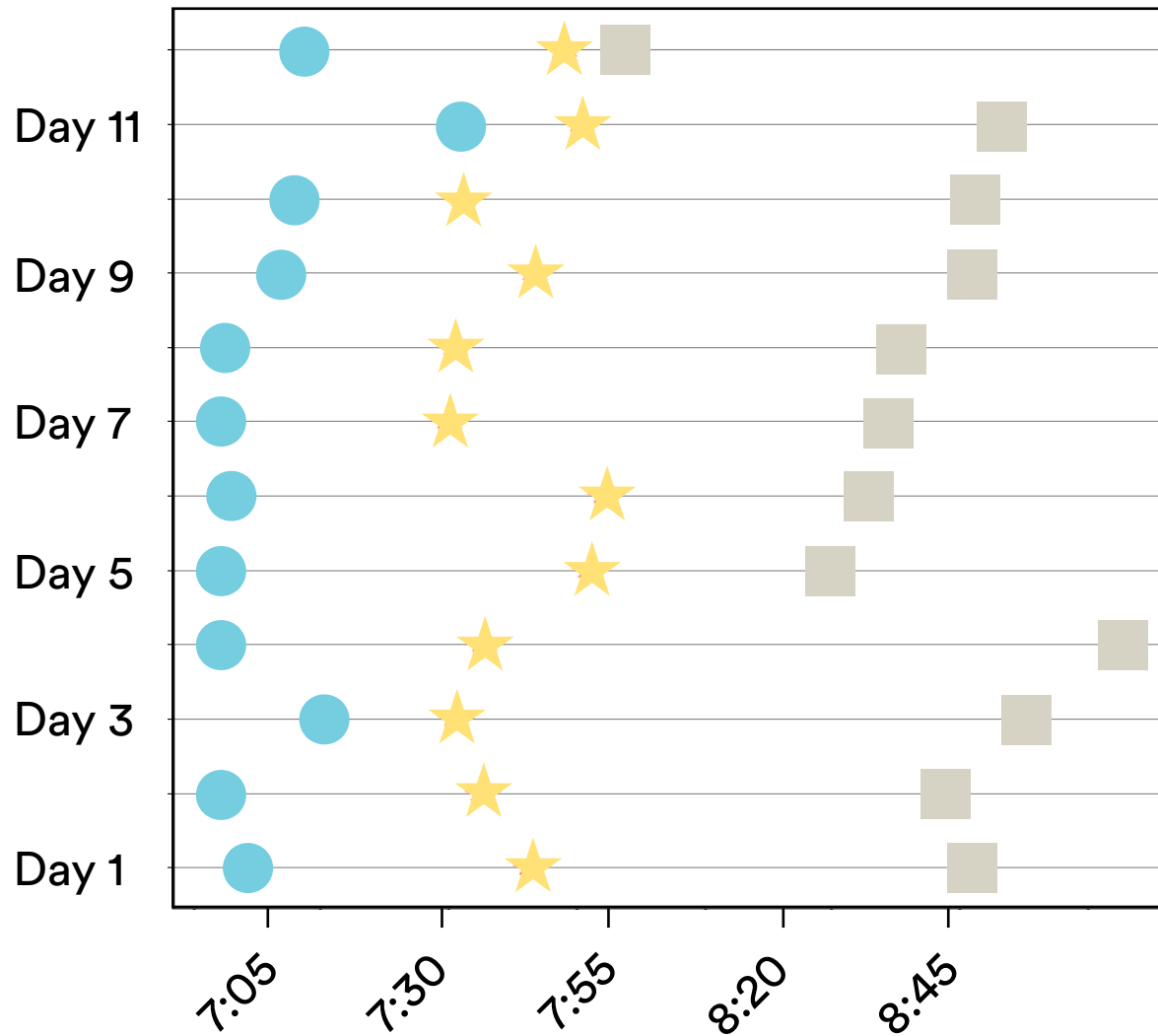


Voice control

- Key word classification
- Text to speech

Activity monitoring

- Anomaly detection of room parameter data



Activity monitoring

LEARNINGS

Activities of daily morning routine detected

(●, ★, ■).

POTENTIAL

Inform relatives and caregivers early on about anomalies.

Success Factors

Key success factors for developing respectful technology

- #1** Designing for older adults leads to good design decisions for everyone
- #2** Address all three aspects of the AgeTech lens with your product or service
- #3** Engaging potential users is key

AI can definitely help us to achieve this.



Designing
for the
elderly is
designing
for our
future
selves.

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