

# **Infant Sleep Pod**

## **(OTT1306)**

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## Problems/Unmet Needs:

- **Parents sleep with infants**
  - Without using a dedicated infant sleep environment
- **Existing co-sleeper products**
  - Do not fully protect the infant's air space
  - Offer only modest passive protection from overlay
- **Well-intentioned parents will occasionally sleep on a couch, recliner, or sofa**
  - These are more dangerous than adult beds

## **American Academy of Pediatrics (AAP) states:**

The safest place for an infant to sleep is a firm, flat, dedicated, separate space free of blankets, toys or other objects

- No co-sleepers recommended due to lack of data regarding safety compared to cribs or bassinets

- **Who co-sleeps?**

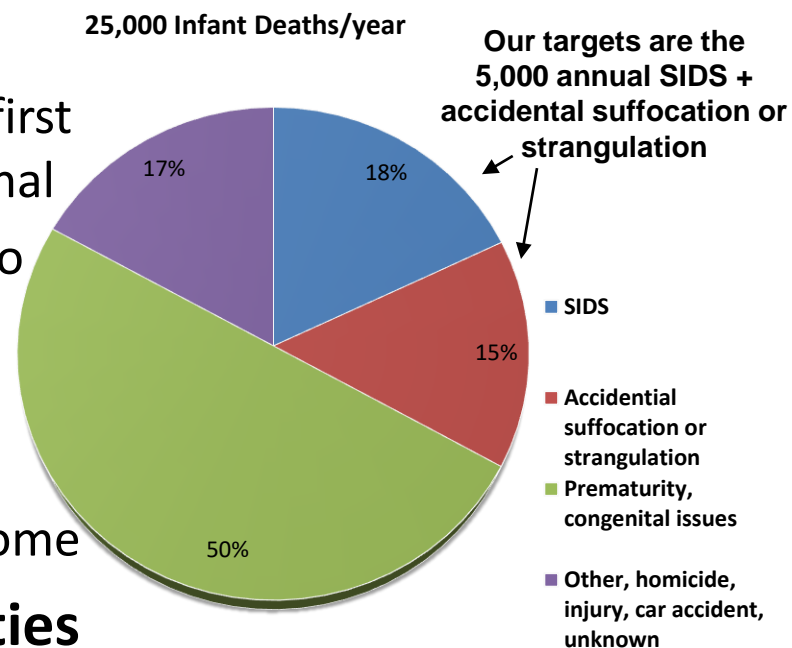
- 60% parents
  - Will sleep with infant at some point in first year whether intentional or unintentional
- 50% of parents will not admit co-sleeping to physician
- Bed-sharing most common in two types of families:
  - Mid to upper middle-class and low-income

- **Safety and closeness are parent priorities**

- Current market products lack the latest in design and technology to improve safety

- **Common Fallacy: Babies sleep in a single place at night**

- Competitive products can capitalize on this



***The Inventor Dr. Jennifer Doering, a registered nurse, has invented a sleeping environment system designed to control risk of death from overlay, suffocation, entrapment through passive and active protections.***



- **Passive Protections**
- Bridge structure protects air space over head and torso
  - Directional (narrower at feet) encourages correct placement of baby in Pod to maximize protections
  - Seed shape – will tend to right itself naturally
  - Portability to protect infant in many environments
- **Active Protections**
  - Alerting gives parents means of protecting child from dangers even while they are asleep or in another room
    - Detects: Tilt beyond set threshold, Blankets, Pillows, Overlay (bridge deformation)
  - Early warning system – Pod alerts *before* it falls off the bed

## Intellectual Property

U.S Utility Patent 9,554,659

U.S Design Patent D711152

U.S Utility Patent Pending 20140173822 A1

## Partnering

- We are looking for a partner for the development, manufacturing, and distribution of the final product for commercialization.

## Applications



(Mother and I-SleepPod )



(Mother and I-SleepPod in Bed)

## Market

- U.S. juvenile products industry is a \$17.8 billion market
- With the numerous recalls on various infant sleep devices and cribs in recent years, many parents are particularly aware of and interested in the safety
- The I-SleepPod will provide a novel and safe alternative for parents and their infants



- Sensors designed for target 6 month battery life
  - Can build in re-charge capacity
- Inter-planar relationship between bridge & base sensors
  - Offers superior detection of danger from tipping and falling
- Pod alarming before it actually falls off surface
- Infrared blanket/pillow detector
- Detection delay adjustable to minimize false positives and environmental infrared (e.g., TVs in living rooms etc.)
- Multi-level lights and alarming frequency
  - Minimize consumer learning needs and literacy level
- Blue tooth and video capabilities
- Temperature sensor – guide rescuer in a fire



(Video Demonstration of the I-SleepPod Sensor Technology)



(Video Demonstration of the I-SleepPod Infrared Blanket Detector)

- The Pod provides parents peace of mind they are being the best parents possible
  - Keep your baby close and safe
  - Sleep is a state of altered consciousness
    - Even well-meaning parents cannot get past this fact
    - However, technology can help
- Parents using Pod may sleep better
  - Reduces need for sleep disturbance from hyper-vigilance
    - Better sleep = ↓fatigue = ↑energy/mood = happier and healthier

- Determine new American Academy of Pediatrics (AAP) Standards
  - Build the data through testing to demonstrate safety

## Partnering

- We need a partner interested in creating a new type of product that fits with the needs of technology minded parents
- This product is the future of safe co-sleeping with infants

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