



## Project Nursery Brings the First-Ever Wearable Device Designed Exclusively for New Parents to CES 2017



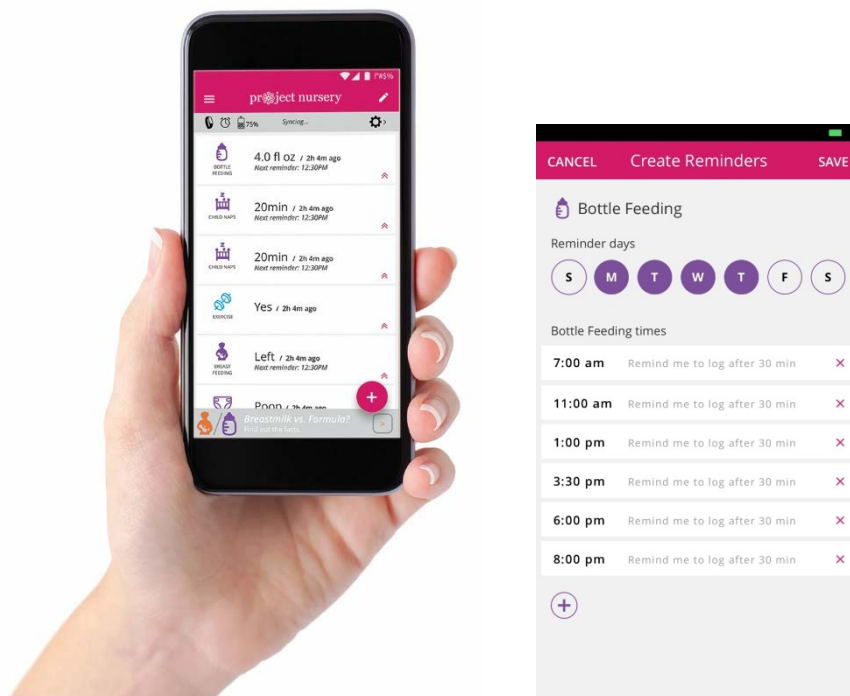
*Expanded Line of Parent-Approved Electronics Makes Every Day Seamless, Stress-Free and Stylish on Display at the Baby Tech Summit in the Venetian Ballroom – BT103*

**LAS VEGAS, NV – January 4, 2017** – [Project Nursery](#), the definitive authority on baby’s first room, along with partner and consumer electronics leader VOXX Accessories Corporation (VAC), is bringing parent-friendly design and technology together at CES 2017. One year after announcing their video baby monitor system, complete with the world’s smallest Mini Monitor, Project Nursery does it again with the **Parent + Baby SmartBand**, a first-of-its kind wearable device created specifically for new parents and powered by world-class technology. In addition to the SmartBand, Project Nursery and VOXX will showcase an assortment of new, must-have products to help parents create a safe and functional nursery at the show.

“Our Project Nursery line of baby monitors received a rousing response from both retailers and consumers—inspiring us to keep the momentum going and introduce a truly breakthrough solution, the world’s first wearable specifically designed for prenatal and postnatal moms,” says Ian Geise, President of VOXX Accessories Corporation. “Along with the SmartBand, our one-of-a-kind products offer stylish choices and unique features, with a branding experience like no other. The retailer response to our new line has been outstanding, and we can’t wait for consumers to start experiencing these innovative products at the turn of the year.”

Expanding on its successful line of baby monitors, Project Nursery is introducing their **Parent + Baby SmartBand**, designed exclusively for new parents. Journaling continues to be one of the biggest pain points for new mothers and the SmartBand makes it easier for parents more than ever before. Some of the many journaling functions include

tracking breastfeeding and bottle feeding, pumping, pre- and post-natal vitamins, medications, diaper changes, fetal movements, child weight and naps, as well as a tracking parents' hydration, weight, diet, exercise, and sleep. The SmartBand app allows parents to sync all their data from their SmartBand to their app and share all key information with pediatricians, OBs, or even family members in easy read journal pages that can be printed or emailed. The SmartBand app also features a customizable reminder and alarm function to help parents stay on schedule, and messages of encouragement throughout the day to help keep mom happy and motivated. Bluetooth Smart sends reminders and notifications from App to SmartBand that will vibrate to make sure mom or dad doesn't miss an important task. From scheduling and tracking events for mom and baby to streamlining digital communications, the SmartBand offers thoughtful features and capabilities to simplify daily family life and keep baby and mom healthy through infancy and beyond.



Other features include an activity tracker for mom, which shows steps, distance, calories burned, and activity time. The app also saves historical data for both mom and baby in graphs and logs, making progress easy to share with family pediatricians and physicians. The SmartBand's touchscreen and durable wristband are designed to keep up with parents through diaper changes, bottle washing and sleepless nights. The

splash-resistant device features an extra-long battery life, with up to 30 days of battery life per charge – best-in-class across all activity and fitness trackers. Available in February 2017, the Parent + Baby SmartBand will retail for \$149.99 and will include three different colored wristbands – blush pink, white and black.

### **Featured New Additions to the Project Nursery Line**

The **Dual Mode HD Baby Monitor System** includes a 5” touchscreen parent unit and an industry-first, rechargeable, pan, tilt and zoom camera unit (MSRP: \$299.99). Available in May 2017, the all-new Wi-Fi-enabled system allows for both remote viewing by multiple users via the password-protected app and local viewing on the touchscreen parent unit. Additional features include Rockabye Baby lullabies, nature sounds and white noise, as well as two-way communication, infrared night vision, motion and sound detection, and temperature sensing and alerts. Parents can also capture baby’s precious moments using the video and snapshot features.



Project Nursery’s industry’s first **Rechargeable Wi-Fi HD Baby Monitor** (MSRP: \$169.99) and **Wi-Fi HD Baby Monitor** (MSRP: \$149.99) enable parents to pair up to four cameras to create a safe, comprehensive monitoring system from a password-protected app on their mobile device. Available in Spring 2017, both cameras feature remote pan, tilt and zoom, infrared night vision, two-way communication, Rockabye Baby lullabies, and include a micro SD slot for recording videos and images.



Making the nursery soothing and stylish, Project Nursery is also announcing **Sound Soothers**, complete with six lullabies, nature sounds and white noise to gently lull baby to sleep. The timer can be set for 15, 30, 45, or 60 minutes and features volume control to suit every baby's unique needs. The collection of soothing sound machines launches with four different animals – Bear, Lion, Giraffe, and Monkey– and complements almost any nursery design to ensure that both mom and baby are happy. The Bear and Lion also come with a nightlight and retail for \$34.99, while the Giraffe and Monkey retail for \$29.99. The Sound Soothers will be available in February 2017.



“By marrying our parenthood expertise with the advanced technology of VOXX, we can continuously create must-have nursery technology for parents,” says Pam Ginocchio, Co-Founder of Project Nursery. “Melisa Fluhr and I are inspired by the positive reactions we have received from parents and industry leaders, and we look forward to empowering new parents and showing you what’s next.”

Project Nursery electronics are available in stores nationwide, including Buy Baby, Babies"R"Us, Giggle, and Brixly retailers, as well as online retailers including the [Project Nursery Shop](#) and [Amazon](#).

For more information or to schedule a meeting at the show, please email [clairerocawich@maxborgesagency.com](mailto:clairerocawich@maxborgesagency.com) or visit Project Nursery at the Venetian Ballroom – BT103 or in Central Hall at the VOXX Accessories Booth 13506.

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### **About Project Nursery:**

Project Nursery is an online community of parents and designers that shares daily décor inspiration and photos from its users' modern, design-minded nurseries. As permanent fixtures in the interior design industry, children's market and DIY culture, co-founders Melisa Fluhr and Pam Ginocchio are regularly sourced for their exceptional approach to all things nursery. Among the many editorial credits they have acquired in a variety of parenting, home décor, lifestyle and business publications and blogs, they have been tapped as contributors for the likes of [People.com](#), [HGTV.com](#), [StrollerTraffic](#), and [BabyCenter](#), and have earned the coveted title of "[Style Gurus](#)" for home décor giant, Serena & Lily. Partnered with consumer electronics leaders VOXX Accessories Corporation, Project Nursery is putting their years of experience curating the best kid-friendly designs to good use by launching a consumer electronics line for families. The collection reflects the modern style seen in today's nurseries and features VOXX Accessories Corporation's state-of-the-art digital technology that is integrated into multiple successful consumer electronics brands across the globe.

### **About VOXX Accessories Corporation:**

[VOXX Accessories Corporation](#) (VAC) is a wholly-owned subsidiary of VOXX International Corporation (NASDAQ: VOXX). VAC is a leader in consumer electronics products and consumer electronics accessories and is the U.S. market leader in over-the-air reception products and universal remote controls. The Company has an extensive distribution network including power retailers and all big box stores, as well as many of the country's largest home improvement chains. VOXX Accessories Corporation possesses a strong brand portfolio and its products rank among the top ten in almost every category in which they sell. Brands include [Project Nursery](#)®, [RCA](#)®, [TERK](#)®, [Acoustic Research](#)®, [808 Audio](#), and [SURFACE CLEAN](#).

### **For more information about Project Nursery, please visit:**

Official Site: [www.ProjectNursery.com](http://www.ProjectNursery.com)

Facebook: [/ProjectNursery](#)

Twitter: [@ProjectNursery](#)

Instagram: [@ProjectNursery](#)

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