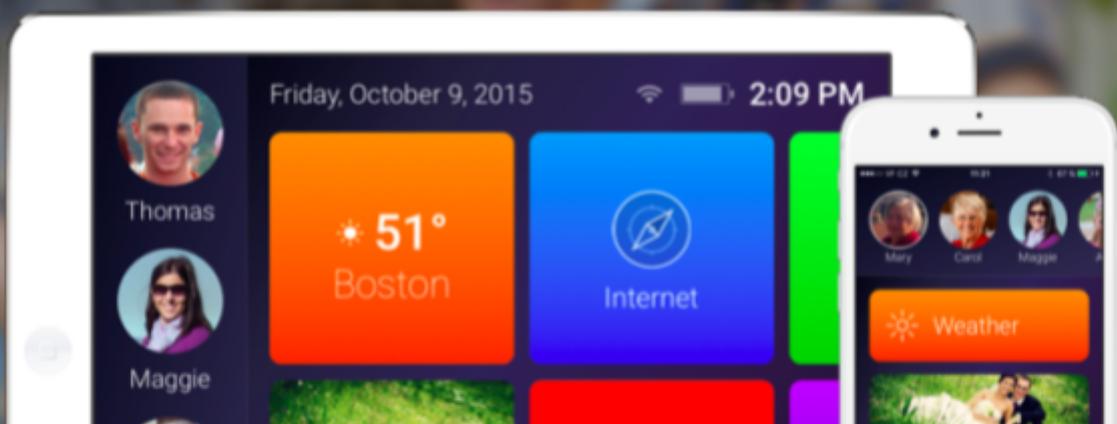


Media KIT



Oscar Senior

The easiest way to help your elderly loved ones stay in touch with technology, and you





INTRODUCTION

Demographic transitions with sharply growing elderly population have brought new challenges to be solved in the next few years. This trend brings specific challenges as people live longer, want to stay in their own homes and remain independent as long as possible. We believe technology will play an important role in the overall solution.

Many seniors, however, are uncomfortable with computers and modern technology or are afraid to use it. This senior's frustration with technology (what button I press now?) and consequently junior's frustration results in problems in communication. Moreover, family and friends may not have time to visit senior often enough (due to mobility problems or distance). As a result, seniors might feel "disconnected" from family and friends. And that is where Oscar Senior comes in to help. Oscar Senior is an easy to use tablet app designed specifically for seniors and for non tech savvy people. Our aim is to help seniors live independently and reduce their loneliness. We empower seniors to stay connected to people and services that matter.

Our goal is to enhance lives of seniors, help them age in place, as well as to help them keep in touch with their family, friends or caregivers. Oscar Senior is suitable not only for tech-shy elderly, but also for home health care agencies, senior facilities and their clients as it is more cost-effective solution.

BACKGROUND

Oscar Senior is a product developed by Oscar Tech, which was established in 2013 in the Czech Republic. It is Ki-Wi Digital spin-off. Ki-wi Digital, whose core business is digital signage with remotely administrated content, has been successfully on the market since 2007. Know-how and experience from the parent company Ki-Wi Digital helped us at the beginning of Oscar Tech. The idea of Oscar Senior was driven by personal experience with a tech-shy grandma, which led towards creating this unique solution.

At first, Oscar was a simplified tablet, but according to the market demand, Oscar Senior was redesigned into an app (iOS and Android) that can run on any new or used tablet.

Oscar Senior was recognized as the [Best Business Project of the year 2013](#) and won the first prize as the [best company in the CzechAccelerator 2011 – 2014](#) program. We also attended the world's largest event for startups called TechCrunch Disrupt San Francisco and Oscar has been crowned as the inaugural winner of the [TechCrunch Radio Pitch-Off](#) in San Francisco on [Sirius XM](#).

PRODUCT DESCRIPTION

Oscar Senior is the easiest way to help your elderly loved ones stay in touch with you and the whole family. Oscar Senior makes it possible for your loved ones to navigate the web, stay in touch with friends on Facebook and keep a real-time beat on all family matters. From the comfort of their home. It is an easy to use tablet app designed specifically for seniors and for people without computer experience. It changes the appearance of the tablet and turns it into an easy to use interface with large prompts and print.

With Oscar Senior, your elderly friends can enter the digital world safely, while you can guide them and help them remotely from Oscar Senior app on your smartphone whenever they need. Oscar Senior lets seniors stay in touch with family, friends and caregivers via video calls, photo sharing and instant messages. Apart from communication features, seniors can browse the web or Facebook safely, check the news and weather, play games or access maps, Wikipedia, etc.



FEATURES

- Videocalls
- Photo sharing
- Instant messages
- Reminders for important tasks such as medication or doctor appointments
- Easy access to Internet, weather, news, Facebook, games and other useful apps
- Remote help and control from family member's smartphone
- Possibility to remotely add or remove contacts and apps to the platform according to senior's proficiency and interest
- Large prompts and prints for seamless browsing and app usages

DOWNLOAD



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