

A portrait of Alison Jacobson, a woman with shoulder-length brown hair, smiling and wearing a colorful patterned top. She is holding a white object, possibly a book or a folder, in front of her.

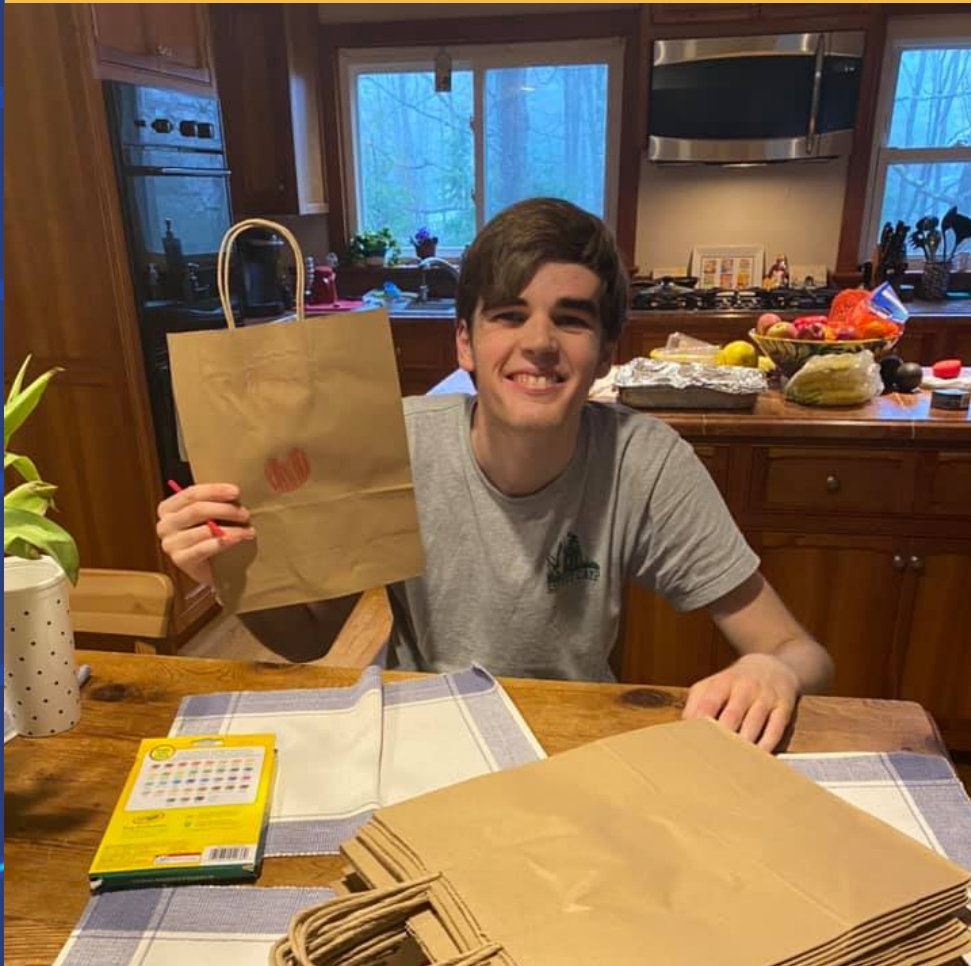
# Alison Jacobson

Alison Jacobson



The Jetsons - more accurate than expected





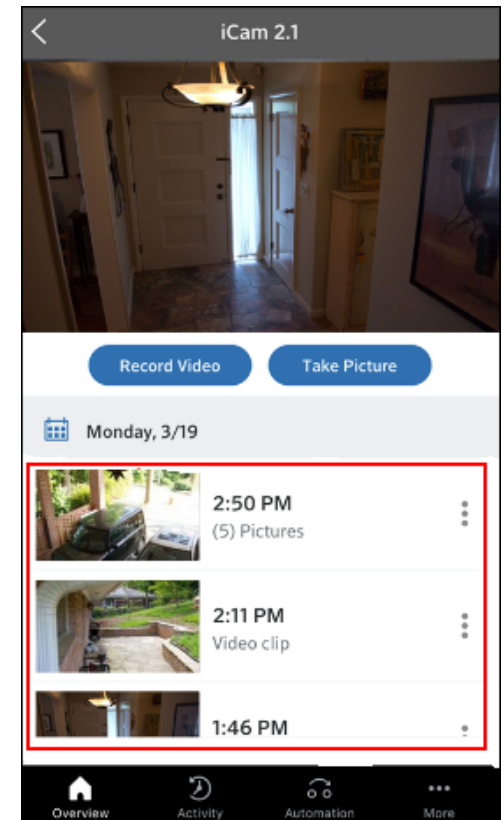
# Spencer



# Greg



# Mom



Smart devices are permeating every part of our lives.





Connected

# SENIOR 'DIGITAL' CITIZEN

60% OF SENIORS 65+ ARE ONLINE

## WHAT SENIORS DO ONLINE:



75 % CONNECT  
WITH FRIENDS  
AND FAMILY

50% SEARCH HEALTH 



60% SHOP



SENIORS SHARE THE MOST  
INFO AND USE THE LEAST  
PRIVACY SETTINGS



HALF OF  
SENIORS USE  
SOCIAL  
NETWORKS



80% ARE ONLINE  
WEEKLY



25%  
SAY THEY  
NEED HELP

25% ARE NOT  
USING PRIVACY  
SETTINGS AT ALL



**BINARY TATTOO**  
Define your digital identity

Source: Pew Internet Study <http://www.pewinternet.org/2014/04/29/older-adults-and-technology/>



## **During the COVID-19 pandemic, social isolation has dramatically increased.**

Roughly a third of internet users over 65 described themselves as only a little, or not at all confident in their ability to use computers, smartphones or other devices to do necessary online activities according to a Pew Research study.

**Additionally, 21 million Americans lack high-speed internet access.**

# Easy-to-use Devices to Stay Connected



GrandPad®

# Social Isolation

The negative ramifications of social isolation has been equated to the health risks of high blood pressure, physical inactivity, obesity, or smoking 15 cigarettes a day.

A 2020 report of the National Academies of Science, Engineering, and Medicine links social isolation and loneliness to increased risk for premature death.



# Social Robots

- Recognize voices, faces and emotions;
- Interpret speech and gestures;
- Respond appropriately to complex verbal and nonverbal cues;
- Make eye contact;
- Speak conversationally; and
- Adapt to people's needs by learning from feedback, rewards, and criticisms.





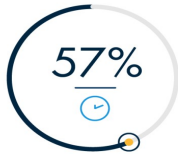
# Independent

## Seniors want to age in place and technology can help.

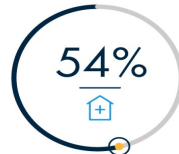
- According to the AARP, about 55 million people over the age of 65 are currently living in the US. And 87% of them say they plan to live at home rather than transition to some sort of care facility.
- According to the U.S. Census Bureau, About 28% (14.3 million) of older persons lived alone (9.5 million women, 4.8 million men). Among women age 75 and over, 44% lived alone.
- The average home currently has 11 connected devices, and this number will grow to 20 rapidly.



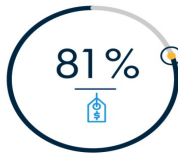
Statistics show that by 2020, the smart home market will reach **40 billion USD** in the United States alone



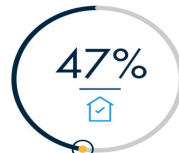
**57% of Americans that have smart homes** agree that using these products saves them at least 30 minutes a day.



**54% of current homeowners** plan to purchase smart home products to increase the value of their homes.

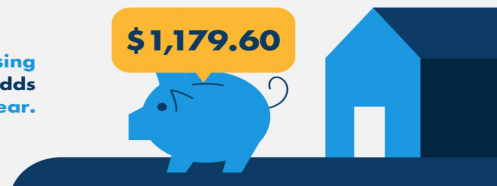


**81% of home buyers** claim they'd be more likely to purchase a home if a smart system was already installed.



**47% of millennials** already have smart home products installed in their homes.

The average monthly savings from using smart home products is \$98.30, which adds up to an average of **\$1,179.60 a year.**



## The growth of Smart Homes

It is predicted that there will be 70.6 million smart home households by 2023 (nearly double from 34.8 million in 2018).

Sources: Statista and Dream Home Inspections

**Smart homes can be customized  
with the specific products you need.**



## Life made easy



**The CookingPal**



**Numi Kohler Toilet**



**Samsung Family Hub  
Smart Refrigerator**



# Healthy

# The growth of telehealth



The demand for telehealth has increased by 64% since the beginning of the year.

The temporary closure of community and home-based supports during the pandemic means that thousands of older adults are unable to attend one-on-one and small group workshops to learn about disease self-management, fall prevention, physical activity, and many other topics.

# Health & Safety Devices



**Kardia Mobile**



**Smart Caregiver Wireless  
Bed Alarm**



**MedWand**



**Food Marble**



**Zibrio Smart Scale**

# Wearables



Oura Ring



Mind Me



COX Homelife Care



Smart Sole



Apple Watch



**COVID has changed our world forever and technology is responding.**