

PRESS RELEASE

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Zoundream uses AI to help parents understand why babies are crying

Zoundream collaborates with Dorel Juvenile to embed Cry Analysis AI technology in the new Maxi Cosi See Pro baby monitor.

It's one thing to be able to hear a baby crying. It's another thing altogether to understand the meaning of that cry. Dorel Juvenile has partnered with health-tech startup Zoundream to embed Cry Analysis AI technology in the new Maxi Cosi See Pro baby monitor. This advanced feature will help parents recognize and respond to their babies' needs more quickly and more accurately.

This technology, now available for cry detection and translation, will eventually be expanded to other use cases, such as early detection of developmental disorders and infant pathologies. Zoundream collaborates with hospitals and other organizations in Europe, North and South America and Asia to continue expanding their knowledge base and offer the best resources for parents.

“Dorel Juvenile has been an amazing partner in the testing and scaling of our technology,” says Roberto Iannone, Zoundream CEO. “We are really excited to combine Dorel Juvenile’s market-leading expertise in baby products with our skills in AI and sound recognition.”

“This is a major innovation in our constant quest to improve the lives of parents” says Vikas Malhotra, Chief Research & Product Development Officer of Dorel Juvenile. “Knowing why your baby is crying can help you calm him down so much faster!”

About Zoundream

Zoundream is a health-tech startup based in Basel, Switzerland, with its engineering center in Barcelona, Spain. The company was started in 2019 to help parents better understand and address their babies' needs. The company develops solutions to provide continuous non-invasive

monitoring of infants' health, while at their homes - from translating the meaning of baby cries to early detection of potential neurodevelopmental disorders and pathologies. The company is teaming up with the very best baby product and hardware companies globally.

About Dorel Industries

Dorel Industries Inc. (TSX: DII.B, DII.A) is a global organization, operating two distinct businesses in juvenile products and home products. Dorel's strength lies in the diversity, innovation and quality of its products as well as the superiority of its brands. Dorel Juvenile's powerfully branded products include global brands Maxi-Cosi, Safety 1st and Tiny Love, complemented by regional brands such as BebeConfort, Cosco, Mother's Choice and Infanti. Dorel Home, with its comprehensive e-commerce platform, markets a wide assortment of domestically produced and imported furniture. Dorel has annual sales of US\$1.6 billion and employs approximately 4,000 people in facilities located in twenty-two countries worldwide.