

★ A Star Feature For Childcare Centres ★

NurseryCAM®

Seeing Your Kids Anytime, Anywhere





Dear Centre Directors/Managers:

Today, more mothers like me are balancing their traditional domestic role with work outside the home. However, the anxiety of separation with their children is never easy to bear. "How is my child feeling?" working parents often wonder. Childcare centres are doing their best by encouraging parents to drop in during breaks and answering parents' phone calls. But how can we do more?

We are pleased to introduce you to NurseryCam, an Internet Viewing System, which could help put smiles onto parents' faces. NurseryCam allows parents to view real-time images of their kids, securely, via the Internet. While working or traveling, parents and grandparents can see live images of their children at all times.

NurseryCam helps to increase parents' understanding and awareness of their child's development. Imagine some kids may go home and say, "Mum, today's painting class was great!" With NurseryCam, parents can nod approvingly because they have logged on and seen what happened. Centres can also use NurseryCam's on-line message board to bring parents into the centre's information loop.

In return, NurseryCam would deliver significant business values to your centre. This facility would give you the winning edge over your competitors. This is easy to understand. Given the choice, parents overwhelmingly select a centre where they could see their children anytime, anywhere. And once parents have used NurseryCam, they can never go to another centre without one. Imagine your happy parents boasting to all their friends about how they can see their child throughout the day. Your parents become a sales force, sending new clients your way! You can sit back, relax and watch your enrolment grow.

Internet Viewing Systems for childcare centre are popular in the US; both parents and centres have given very positive feedback. We have worked hard to ensure NurseryCam is safe, reliable and hassle-free for your childcare centre. At the cost of less than one carton of Ribena per child per day, we believe NurseryCam would bring significant benefits to both parents and your centre. NurseryCam would be a star feature of your centre.

If you would like to know more, our representatives would be very happy to assist you. I wish you all the best for your centre.

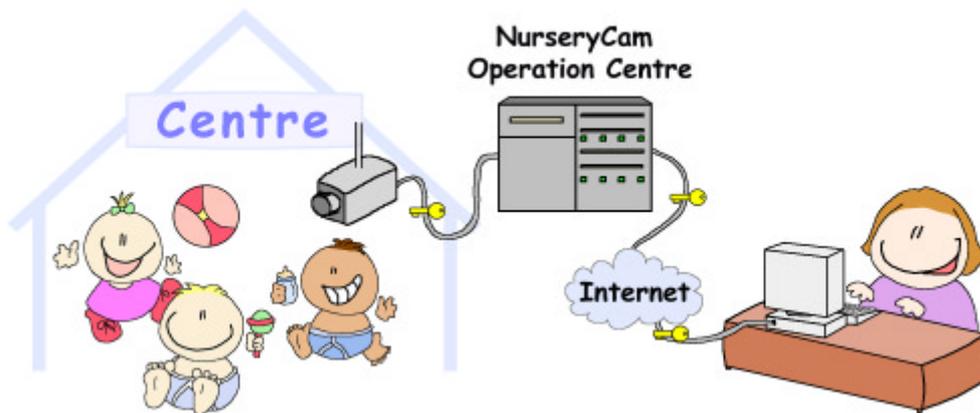
Yours sincerely,

Dr. Melissa Kao
Founder of NurseryCam



What Is NurseryCam?

NurseryCam is an **affordable and secure Internet Viewing System** designed specifically for premier childcare centres. When NurseryCam is installed at childcare centres, parents can see live video images of their children wherever they have Internet access, be it at work, at home or on a business trip.



Briefly, digital video cameras are installed at the childcare centre. All live images are encrypted and programmed to send to one place only - to our secure NurseryCam Operation Centre. There are lots of reasons for this, but number one is security. From our NurseryCam Operation Centre, these images are then securely re-distributed to bona fide parents with their password via Internet access.

NurseryCam is designed to allow parents to see their children from anywhere, such as an Internet café, so there is no special software required as long as they have an internet connection. Image update rate varies according to the type of internet connection parents have, but they could expect up to 2 frames per second.

In addition, NurseryCam also provides the centre with an on-line message board. This helps you to stay connected with parents. Whenever parents logon to NurseryCam, they will also see your messages: for example, 'a new menu for summer'; 'Farmer Bob is coming today!'

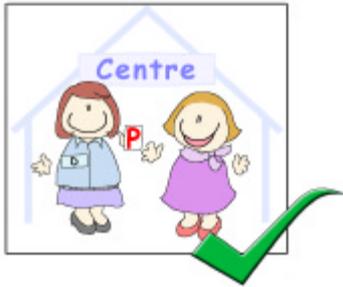
The screenshot shows the 'NurseryCam Internet Viewing System - Microsoft Internet Explorer' window. The address bar shows 'Welcome Mrs Anna Smith to the Members Secure Area'. Below the address bar are four buttons: 'Video', 'Message', 'Configure', and 'Log Out'. The main content area is titled 'Bear Room' and shows a video feed of a playroom. To the right of the video feed is a table of room names with 'view' buttons. At the bottom right is a 'Message Board' section with '(3 new)' messages and a 'more' button.

Room Names	Click To View
Bear Room	view
Giraffe Room	view
Hippo Room	view
Hippo Sleep Area	view
Tiger Room	view
Garden	view

Message Board
(3 new)
[more](#)

Security

Security is the number one priority for NurseryCam. We employ the highest security technologies used by the military and online banking. We take care of every aspect of the system and we leave nothing to chance!

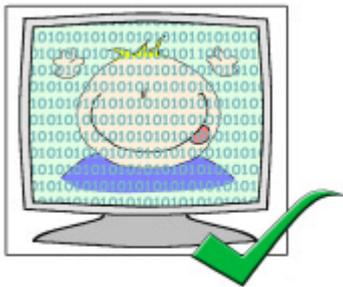
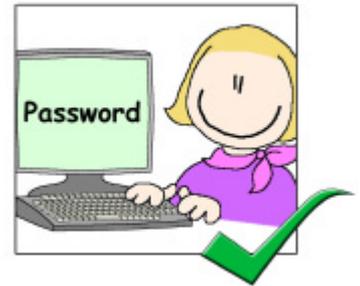


Exclusive Application For Viewing Account

Only parents and family members approved by your centre have exclusive access to your centre's NurseryCam. Every user needs to go through our strict Five-Step-Application-Process before obtaining their unique password account. And your centre can easily bar any illegitimate account anytime. You will have absolute control over who is accessing your NurseryCam system.

Secure Log In

While logging in, all passwords are encrypted using 128-bit SSL technology, so no hackers can intercept or forge the parent's identity.



Military-graded Image Encryption

Every single image sent out from NurseryCam Operation Centre is encrypted. We are using the strongest possible 3DES encryption technology. This ensures that only bona fide user with the correct password can see the images.

Reliable 24x7 Monitoring

Our security team operates 24x7 to ensure that the highest security is maintained at all times. Our NurseryCam Operation Centre has various built-in functions to catch any suspicious activities.



If you have any questions, please do not hesitate to contact our security department at security@nurserycam.co.uk.

Benefits For Your Centre

While NurseryCam is putting smiles on parents' faces, it delivers significant business values to your centre:

Increases Enrolment & Retention

Childcare centres that offer NurseryCam can significantly increase their enrolment and retention rate. This is easy to understand. Given the choice, parents overwhelmingly select a centre where they can see their children anytime, anywhere. And through NurseryCam, parents become greater fans of your centre. So while they watch their children play, you can sit back and watch your numbers grow. You can expect that NurseryCam will pay for itself with the addition of just one new enrolment.

Upgrades Your Centre

Internet viewing technology would be a star feature of your childcare service, broadening your client base and giving you the winning edge over your competitors. By installing NurseryCam you instantly upgrade your centre's status from a 4 star 'family hotel' to a 5 star luxury 'home-from home'. And like hotels, nursery chains would benefit from the strong brand image that NurseryCam provides.

Increases Revenue & Profit

When you offer more you can create more, in revenue and goodwill. NurseryCam does not come between you and your clients. The low monthly service fee is billed directly to the centre. In turn, centres can choose to recover their cost or gain a profit through their own charging system. Whether a marketing feature, a goodwill generator or a revenue builder, NurseryCam is always a plus for the centre.





Promotes Your Centre

Happy parents can't help showing off to colleagues and friends about their centre's wonderful facility. The media too loves the "feel-good" story of NurseryCam. Prepare to be the talk of the town!



Supports Family Bonding

NurseryCam helps to increase parents' understanding and awareness of their child's development. Traveling parents and grandparents are especially strong advocates of this secure system. Simply put, NurseryCam provides parents with peace of mind. All parents would enjoy your centre's open door policy.



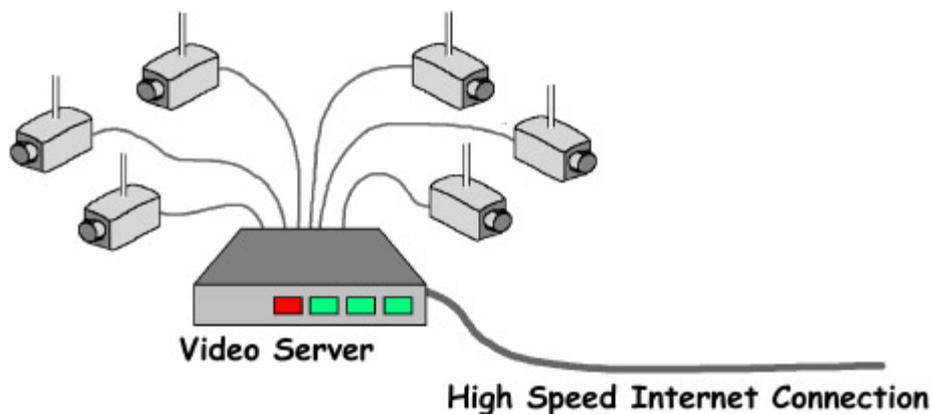
Enhances Communication

In addition to internet viewing, NurseryCam provides centres with increased communication between staff and parents. Centre staff can send messages and items of interest to parents, such as monthly newsletters, progress reports, special events and notices.



How Does It Work?

In its simplest form, an Internet viewing system is a video camera hooked up to the Internet in a way that makes the live video viewable over the Internet. Firstly, digital video cameras are fitted in each room of the centre. But the cameras need to have a way to convert what they see into something that can be transmitted over the Internet. For that, we use a special device called a “Video Server”. The cameras are plugged into the Video Server and the Video Server is plugged into a high speed Internet connection.

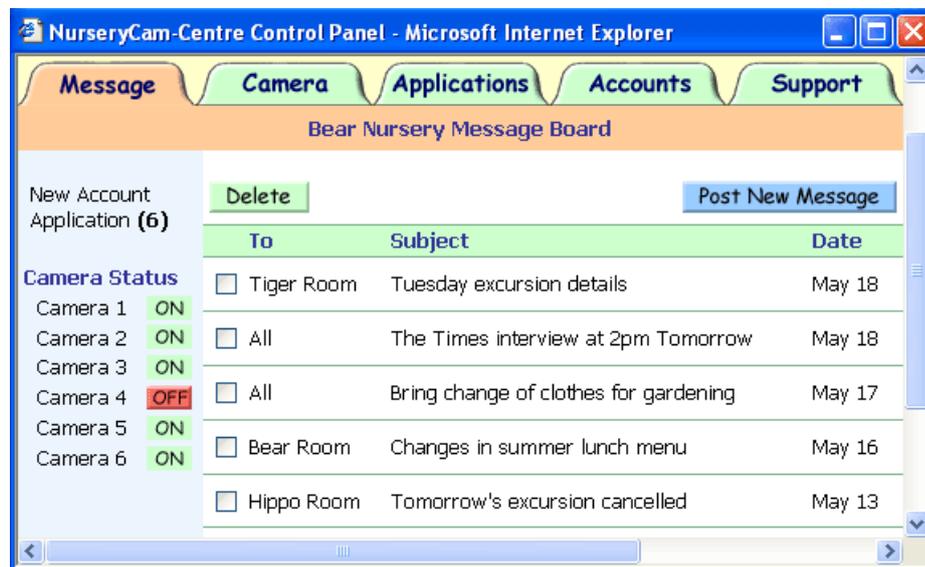


Converting all of that video into a format that can be transmitted over the Internet creates a large amount of data. To be able to transmit all of this data over the Internet, a high-speed connection is important. The faster the Internet connection is, the more fluid the video will be. A very slow Internet connection will result in frequently updated snapshots, instead of streaming video. ADSL is a popular, cost-effective solution. Don't worry if you do not yet have one. It is already inclusive in the NurseryCam monthly fee, so you can also use it for your other web surfing purposes.

There is no need for a computer. The stand-alone Video Server has enough processing power to handle all the required security and transmission functions. It has the advantage of low maintenance. Eventually, you do need a computer to log on to your centre control page. But you can do this wherever you have Internet connection. For example, you can manage the NurseryCam systems for several of your branches all through the one computer at your head office.

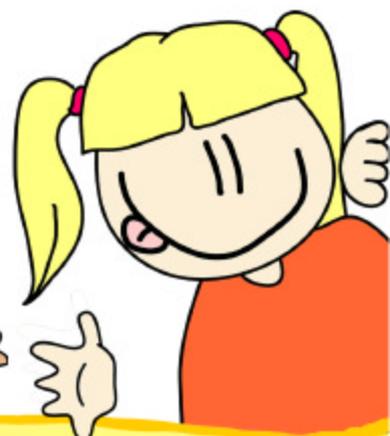
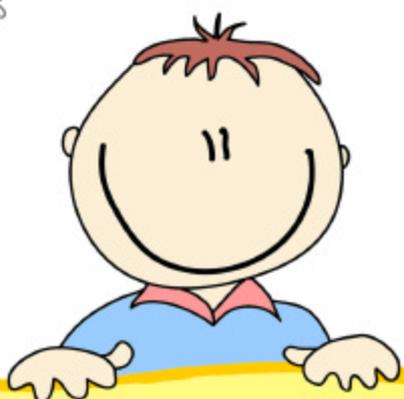
We Do The Work, You're In Control

You, as the centre director, have full control over all aspects of the system, from administering parents' accounts to deciding to turn on or off any camera. You will also be able to view detailed usage log and there is a message board for you to keep parents informed about your centre's news and events. Your centre's Control Panel allows you to do all this from your own computer, or wherever you can get internet access.



While you have full control of the system, we are doing all the work in the background. We look after your system from our centralized NurseryCam Operation Centre, eliminating the need for costly server equipment to be purchased by the childcare centre, as well as reducing the time and money involved in upgrades. Our team of professional engineers performs security checks on your systems at all times. If you encounter any problem, our friendly support staff will be happy to assist you in any way.

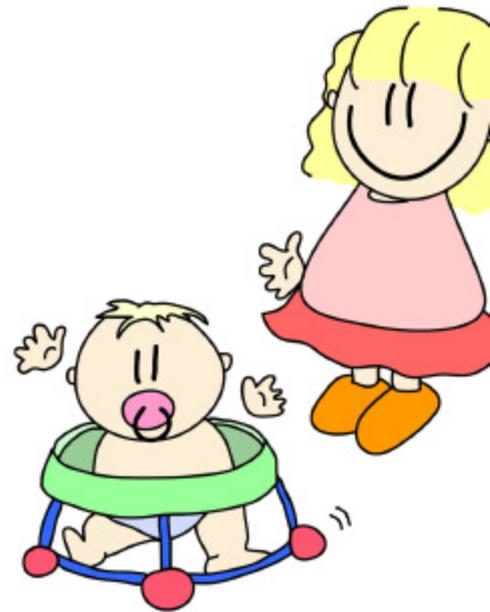
There you have it. NurseryCam is a secure, affordable, reliable and hassle-free system. After all, you want to spend your valuable time with the children and staff at your childcare centre, not fiddling with machinery!



Simple Price Plan

NurseryCam is offering its wonderful service with **no setup fee, no equipment cost, no minimum contract and no hidden cost.** The affordable fixed monthly fee is all inclusive, comprising the Internet Viewing System, high-speed Internet connection, equipment maintenance, software/hardware upgrades and equipment insurance.

We pride ourselves on our ability to deliver our service for less than the cost of a carton of Ribena per child per day. You can expect that NurseryCam will pay for itself with the simple addition of one new child on roll. For a current sample price plan, please have a look at the enclosed leaflet.



Contact Us

Please contact our NurseryCam representatives if you would like to have an on-site demonstration of our wonderful facility. In the meantime, please visit our website at www.nurserycam.co.uk for a demo.

If you are interested, we will prepare an obligation-free proposal for your centre. Once you give the go ahead, it will be up and running in two to four weeks time.

If you want more information about NurseryCam, please contact us at:

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