

## BabyTime for Confident Parenting.

BabyTime, a baby activity tracking app with over 100M activities recorded, lets parents and caregivers keep track with just a **single tap**.

Babycare. Having a baby is the greatest gift of all but no first-time parent can fully prepare themselves for their newborn child. There are mountains of things to keep track of — How long did the baby feed? Did the baby take enough naps? What color was his poop the other day? How much has baby grown since last week? With BabyTime, parents and caregivers can keep track of their baby's activities easily and efficiently.

BabyTime is an all-in-one app that promotes healthy parenting and lifestyle. Whether you're keeping up with breastfeedings, establishing a sleep routine, or seeking quick advice about baby care, BabyTime will provide first-time parents and caregivers with everything they need to raise a healthy baby.

BabyTime is free for iPhone in the [App Store](#)  
Soon to be released on Android.

**Press Assets:** [Logos & Screenshots](#)

## Ease of Use

In the past, parents and caregivers used spreadsheets to keep a record of their baby's feedings, sleep, and diaper changes. With BabyTime, a single tap is all it takes to record, time, calculate, and monitor baby's growth and milestones.

## Analyze to Understand

All the activities entered into BabyTime converts into wonderful charts and timelines that allow caregivers to see all of their baby's activity timeline in a glance and spot irregularities in their baby's health immediately.

## Get Notified

Leaving the baby with a caregiver is hard stuff, especially if it's your first time being away. Make sure your baby is being taken care and get alerted when your caregiver records a new activity on BabyTime.

## Sync and Backup

Connect your baby's profile with other caregivers so they too can keep track of your baby's activities and achievements. Everything you enter is automatically saved and backed up. Now you can retrieve all of your baby's data, under any circumstance.

## Join a Supporting Community

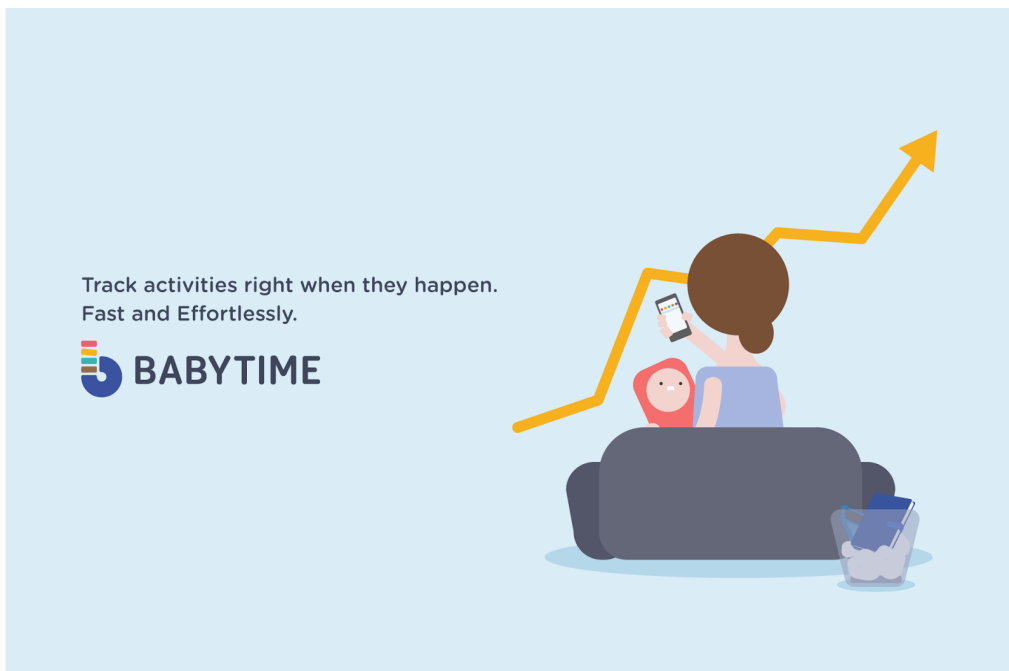
Connect with others who are trying their best to raise a happy baby. Give advice and share your baby's extraordinary milestones with the community!

The image displays three vertical panels illustrating the features of the BabyTime app. Each panel shows a smartphone screen with the app's interface.

- Single-Tap to Record:** The top panel has a pink background. The text reads "Single-Tap to Record" and "Track feedings, sleep and more. Just Tap". The phone screen shows a home dashboard with icons for various activities and a list of recent events like "Day Sleep", "Pee", and "Breastfeeding".
- Graphs and Timelines:** The middle panel has a teal background. The text reads "Graphs and Timelines" and "Everything about baby's day and growth in a glance". The phone screen displays a "Time Pie" chart showing activity patterns for "DAY 213" on "21 Oct 2016".
- Keep a Diary:** The bottom panel has a brown background. The text reads "Keep a Diary" and "Write about special milestones and memories". The phone screen shows a diary entry for "little bean" with a photo of a baby.

## DETAILS

- **Track Activities**— Tap to track breastfeeding, sleep, diaper changes, pumping, bath, hospital visits, and more.
- **Long-Press Stopwatch**— A built-in stopwatch that appears only when you need it. So that it doesn't get in the way and keeps the app looking good.
- **Customize Activities**— Unselect activities you don't want to need and rearrange the activity icons in the order you want.
- **Pie Chart and Interval**— Baby's whole day in a glance and an interval screen that tells you how long it takes your baby to get hungry, sleepy, or needs a diaper change.
- **Stats**— Shows an analysis of each of your baby's daily activities. Viewable in Day, Week, and Month. Spot an irregularity in baby's health right away
- **Multiple Caregivers and Babies**— Invite others to record your baby's daily activity on their device. New records are updated to your device immediately.
- **Community**— Share your favorite moments and the growth of your baby with the supporting community of caregivers. See how other babies in the same age group as your little one is doing.
- **Diary**— Write a diary, take a picture, record how much baby's grown! Share it to all your loved ones on Facebook, Twitter, and more!
- **Notification and Widget**— Stay in touch with how long ago and how many times your baby fed, slept, and changed his diapers.
- **iMessenger**— Send baby's pie chart to a caregiver in a single tap. No more rushing to write memos to the nanny.
- **Export**— PDF file of all your baby's data
- **Backup**— BabyTime never erases a baby's data— unless you ask.



## **ABOUT SIMFLER INC.**

Simfler builds apps that makes people's life simpler. They are the brains behind BabyTime, the baby tracking app that helps parents have a peace of mind. Recognized for their idea and technology, they've received investment from TIPS (Technology Incubator Program for Startup Korea), named "2015 TOP 100 Startup Company" by Demoday, and is most downloaded baby tracking app in South Korea. Founded in 2015, Simfler continues to innovate and produce products to better the lives of babies, parents, and caregivers worldwide.

The logo for Simfler, featuring the word "simfler" in a lowercase, rounded, red sans-serif font.

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