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 LOOK AT YOU LIMITED (No. 63753)
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 LOOK@MYBABY AUSTRALIA PTY LTD (ACN 141 306 603)
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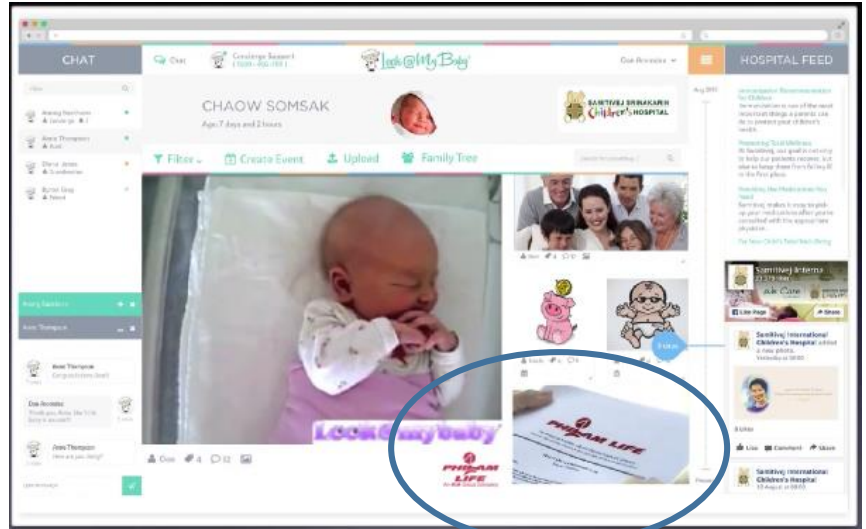
Look@MyBaby™ goes LIVE with BabyBook™ v2.5 in all Member Hospitals

“After live testing in Malaysian Hospitals last week we are now upgrading version 2.5 to all our live hospitals.”

-Michael Brereton, Chairman of the Look@You Group.

Version 2.5 includes:

- social network logins using FB and Google to *Join Now* and *Sign In*.
- social network invitations to family using FB, Twitter, SMS, instant chat and email (all the Mum/Father client apps)
- preview link of live video prior to family *Join Now*. That means one-click easy first access.
- *Add New Baby* wizard incorporating Baby Details.
- various Concierge and Admin menu improvements including preview of live video on the Concierge dashboard



The upgraded feature sets of the v. 2.5 BabyBook™ were created in preparation for the insurance trials scheduled for later this year. Look@MyBaby[®], working with Philam Life, an AIA Group Company, will introduce a *first of kind* Insurance initiative tentatively branded “LAMBassurance”, as it is modeled after the highly successful [Bank Insurance Model](#) (BIM), or “Bancassurance”. This partnership will enable Look@MyBaby to offer preferred Insurance services to its users while giving the Insurance providers unparalleled access to new parents that have “opted in” to the service during one of the most emotive times in a families genesis.



HOW IT WORKS: Safety of your baby is paramount and simplicity of use is key.

You use your own mobile phone, tablet or computer to control your Virtual Baby Visit™ invitations and family access. Grandparents and family use the service with a username and password login through the Look@MyBaby[®] secured website.

So easy!

- Only our Member Hospitals are connected to the Look@MyBaby[®] network and our LambCAM™ camera units are ready to go in the hospital. Custom-designed specifically for the hospital maternity cot and the Look@MyBaby[®] experience.
- The LambCAM™ sends one-way video showing only your baby in the cot.
- No sound is transmitted for privacy protection.
- Multiple viewers can watch at the same time without you needing to do anything.
- All this means you can leave it on for family members in different time zones and without you having to be awake to manage anything.
- Outside of the hospital your personal Look@MyBaby Book™ gives you a beautiful new record of your baby to share with your family and for your hospital to reach you with mother/baby education and a range of other features and services.