



Game-changing 2-in-1 Infant Respiration Monitor and Camera Connects Parents to Sleep and Environmental Data

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First Alert® Adds Envirocam to Its Onelink® Connected Home Portfolio

(Aurora, Ill.) Jan. 5, 2017 – Parents and caregivers can breathe a sigh of relief thanks to a game-changing innovation designed to monitor the safety and wellness of those that matter most. The Onelink® by First Alert® Envirocam offers premium features suited for a baby's nursery to provide both non-contact video respiration and environmental monitoring to help provide parents peace of mind. Streaming video footage and displaying pertinent health information via the Onelink Home app, the device offers connectivity wherever a user may be.

With this breakthrough product, parents can benefit from non-contact respiration rate monitoring and multiple integrated environmental sensors tracked on the Onelink Home app. The Onelink Envirocam features a patented design that detects micro-movements to monitor breathing directly from the smart camera, eliminating all physical contact with the child.

Other respiration monitoring devices require intrusive clothing, mattress pads or bracelets to track respiration, which can be uncomfortable and sound false alerts if the child is no longer in contact with the sensor.

"Our latest introduction to the Onelink portfolio is revolutionary in its design and functionality," said Tom Russo, vice president of marketing for First Alert. "The Envirocam provides families with a new level of awareness, along with the convenience to access video and information using their mobile device."

In addition to respiration rates, the device will monitor sleep quality data, temperature, low and high carbon monoxide levels, and humidity, providing parents with valuable information.

When the Onelink Envirocam detects changes in set parameters, it automatically sends push notifications to the user's smart phone or device. This device will enforce industry leading encryption features to ensure privacy and security.

"The privacy features are integral characteristics of the Onelink Envirocam," said Russo. "Particularly with respect to a child centered application product, this is of prime importance to parents and caregivers."

The Onelink Envirocam features motion detection, 1080P HD video, 2-way audio, night vision and digital zoom capabilities, allowing for enhanced remote viewing.

"The Onelink Envirocam is an integral element of any parent's connected home," Russo explained. "It is designed to help parents and caregivers sleep more soundly knowing that they have taken an extra step to ensure their loved one's safety."

The Envirocam will be on display at the First Alert booth (Sands Expo #41330) at the Consumer Electronics Show in Las Vegas, Nev., Jan. 5-8, 2017. Other Onelink by First Alert connected home solutions include a Smoke and Carbon Monoxide Alarm, Thermostat, Safe and Environment Monitor.

For more information, visit www.firstalert.com/onelink.

**First Alert Brand Trust Survey, January 2016 – Results are based on the responses of 1,004 adults, ages 18 and older, living in the United States who completed a telephone survey, January 28-31, 2016. Results are accurate to +/- 3 percentage points with a 95 percent confidence level and can be generalized to the entire adult population in the United States within those statistical parameters. For more information or a copy of the complete survey and results, contact Tim Young at LCWA: 312/565-4628 or tyoung@lcwa.com.*

About BRK Brands, Inc.

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