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For Immediate Release

SEI Debuts *Nurse Designed Smart Alert Infant Sleeper* at ABC KidsExpo 2015

ABRI 360°™

Milwaukee, WI October 18, 2015: Dr. Jennifer Doering, President, & Co-Founder, today announced that Sleep Environment Innovations LLC will unveil ABRI 360°™, a revolutionary new, nurse designed smart alert portable infant sleeper that incorporates innovative sensor technology to make sleep spaces safer for babies. Abri, a French word for 'shelter', offers busy parents peace of mind from the most common hazards that threaten young sleeping babies.



Dr. Doering, PhD, RN is a registered nurse, scientist, and tenured professor at the University of Wisconsin-Milwaukee as well as a busy mother. Over her 15 year career, she recognized the hurt of the 600+ loving and well-meaning families whose babies die each year in America, the result of suffocation or strangulation in bed. The loss of a baby devastates families, friends and entire communities. The Abri 360°™ was born of Dr. Doering's dedication to help families balance the priorities of baby safety, closeness, and comfort.

The ABRI 360°™ design offers multiple Abri Zones of protection.

Abri Z1: Baby is contained on a flat and firm surface to prevent injury from rolling off bed.

Abri Z2: A domed, mesh covered bridge keeps blankets or pillows off baby's face. The bridge can withstand over 50# of downward pressure, sheltering baby from overlay.

Abri Z3: Smart tech sensors alert parents if anything falls on the bridge or if the Abri 360 is bumped or about to fall off the bed. Sensors are engineered to not alarm unnecessarily.

Abri Z4: The parent is the ultimate source of protection and response for baby safety.

As a startup company, our goal is to revolutionize baby sleep safety.

Please visit us at the Expo, Booth #25 of the *Invention Connection* and meet Jennifer & Greg and our prototype ABRI 360°™

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