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Please excuse any sporadic service interruptions you may experience between Friday, January 29th and Sunday, January 31st as we move to our new state-of-the-art headquarters.



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## Healthcare Featured Article

January 14, 2010

### Prenatal Listeners Targeted in Latest iPod App



By [David Sims](#), TMCnet Contributing Editor

This reporter's fascinated with the plethora of applications available for the iPhone ([News - Alert](#)). Columbia, South Carolina's Nuvo Group has [announced](#) the release of the Ritmo Advanced Pregnancy Sound System, delivering sound to "prenatal listeners."

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Yes, "prenatal listeners." In the words of company officials, Ritmo was created to provide "a convenient, comfortable and safe way for families to share the sensory and emotional experience of bonding through sound and music with their developing baby."

How does it work, we hear you ask. Simplicity itself: The expectant mother wears a

"fashionable, lightweight" belt around her pregnant belly, according to Nuvo officials. The belt has four speakers and a controller, "which fits comfortably into a pocket."

Then the audio player plugs into the controller, which uses Nuvo's Safe & Sound Technology to "regulate output to a safe level for a baby to hear in-utero."

This app will be highly popular with those who buy into the "Mozart Effect," the never-quite-proven but nice-sounding, "gee it'd be cool if it were true" claim that music "contributes positively to human fetal development, bonding and stress reduction," in Nuvo officials' words.

"Whether practicing yoga, walking the dog, or relaxing, Ritmo's state-of-the-art fabric belt is lightweight, elasticized, supportive, washable and irritation-free," company officials say.

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"My Ritmo is so comfortable I wear it when I'm cleaning house, watching TV, or even reading a book," says Tara Meussling. "I am a big fan of The Temptations so I play them on my Ritmo so my baby can enjoy it too. When he starts moving, I know it's working!"

Uh-huh. These iPod apps get more interesting all the time. Ever want to take your own alcohol breath test so you know what you'd blow if -- theoretically, of course -- you were pulled over by the cops?

Popular with Hollywood types -- Lindsay Lohan has three -- is [a product called iBreath](#), [TMC reported](#) last May, "a nifty little doohickey that connects directly to an iPhone or iPod Touch and lets you know your blood-alcohol level."

About the size of a large key ring, you simply fold out the blow wand and exhale into it for at least five seconds. Two seconds later, the iBreath Breathalyzer will display the user's current alcohol levels and whether they -- not you, of course, the guy borrowing it from you -- are over the legal limit to drive.

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