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## Can you hear me now?

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### Talk to Your Baby in the Womb Using an iPhone and the New Ritmo™ Advanced Pregnancy Sound System

**January 13, 2010** – Columbia, SC, Nuvo Group USA, announces the release of the Ritmo™ Advanced Pregnancy Sound System, which delivers unparalleled quality and safe sound to prenatal listeners.

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.

Ritmo can connect to most audio devices with a universal stereo plug--such as iPods, MP3 players, iPhones and Blackberries. Here's how it works...

The expectant mother wears a fashionable, lightweight belt around her pregnant belly. The belt has four speakers and a controller, the size of a deck of cards, which fits comfortably into a tiny pocket.

Your own audio player plugs into the controller, which utilizes Nuvo's



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patented Safe & Sound Technology to regulate the output of sound to a safe level for a baby to hear in-utero, regardless of how loud the sound was recorded or the volume that it is played.

Research shows that reactive listening begins at 17 weeks gestation. Often referred to as the Mozart Effect, numerous studies show that music contributes positively to human fetal development, bonding and stress reduction.

But with Ritmo, the type of sound that can be delivered in-utero has expanded way beyond music.

Using Ritmo, a baby in the womb can hear a recording of:

- dad reading his favorite book
- siblings talking or singing
- grandparents singing a lullaby
- the family dog barking
- and, yes...even someone talking to him/her on a phone from miles away.

When the family isn't taking turns using Ritmo to bond with baby, the mom-to-be will love how easily Ritmo fits into her active lifestyle. Whether practicing yoga, walking the dog, working or simply relaxing, Ritmo's soft state-of-the-art fabric belt is lightweight, elasticized, supportive, washable and irritation-free.

"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!"

Post-pregnancy, Ritmo will continue to adapt to children's' changing environments and needs, with applications for the crib, stroller and toys all coming soon.

**About Nuvo**

Founded in 2006 by Oren Oz, Nuvo Group, is comprised of full-time parents, who also happen to be internationally recognized engineers, award-winning designers, and entrepreneurs. Nuvo creates and manufactures innovative developmental products that are designed to create shared experiences between parents and their children.

Products are designed to stimulate, educate and challenge – while being fun to use. Nuvo labs and research teams focus on providing targeted answers to recognized needs - whether for prenatal or early childhood applications.

Acclaimed for using imaginative designs, cutting-edge technologies, and advanced materials, Nuvo Group's solutions address the needs and lifestyles of modern parents and their kids. In the case of Ritmo, experts in the fields of acoustics and bio-medicine developed its technology, which was based on hundreds of third party research papers and studies.

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