



St Vincents & Mercy Private

Look@mybaby™

The Virtual Baby Visit

New Born Babies Broadcast Live From Hospital

Melbourne, Australia, 6 May 2010: Look@MyBaby is an IT solution developed in Australia that allows the private transmission of live video of new-born babies in hospital to be sent directly to parents, family and friends via their mobile phones worldwide and will now be available in Victoria at St Vincents Private Hospital.

“Parents almost universally send an SMS message announcing the arrival of their new baby to friends and family all around the world. Now with Look@MyBaby that same ordinary SMS will provide ‘one-click activation of real time baby video’ direct from the hospital without any special software being required on the mobile phone. Of course Look@MyBaby will also work on any Internet enabled computer,” said Look@MyBaby, CEO, Clayton Neilson.

The Melbourne based software applications company has tailor-made Look@MyBaby to suit the operation of maternity hospitals in Australia. The Look@MyBaby solution is also exported to hospitals in Europe and South East Asia.

“The solution is proving to be a wonderful value-adding service for our mothers,” said Carol Canny, Acting Maternity Nurse Unit Manager, St Vincents Private Hospital.

“It is not only ideal for mothers to allow distant friends and family to be introduced to their newborns in a much more meaningful way than just photos, but the *Virtual Baby Visit* also affords new parents the benefit of less interruption and possible infections from actual local visitors, plus greater time to themselves in hospital to recover,” she added.

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Websites: www.stvincentsmercy.com.au <http://www.lookatmybaby.net/>