SONY

Case story

Successful partnership brings new remote monitoring services to market

Case story in collaboration with 8 West Consulting
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mSafety

How 8 West is using Sony's mSafety platform to create services that save lives

Irish enterprise software development company 8 West Consulting has created a suite of applications for health & safety services, built on mSafety, Sony's customisable remote health monitoring platform. Combining a purpose-built 4G/5G connected device with a solid back-end solution, the mSafety platform enables companies to develop their own unique mobile health and safety services.

8 West's new SafeTrx services help keep users safe in a variety of situations, such as hazardous outdoor sports, high-risk work environments and elderly people living independently. Unlike consumer wearable devices, mSafety offers a full remote monitoring solution, supporting end-to-end encryption, including a robust, easy-to-use wearable with extended battery life.

Personal experience becomes a mission

John Murphy, co-CEO of 8 West, once had a narrow escape while mountaineering with a friend in the Alps. They had just completed a mixed snow and ice face in winter conditions, and were descending off the mountain, when they fell from 4000 meters to a ledge 200 metres below. "We were both injured," recalls John, "but fortunately our phones were still working. Unfortunately, however, I got frostbite using the phone to call for assistance."

After this shocking experience, John wanted to build a service that would improve people's chances of survival in similar circumstances. The result was the SafeTrx ACTIVE application, which John and his colleagues tested on several consumer wearable platforms, before they came across Sony's B2B solution. From the very start, they sensed that Sony's mSafety was in a different league.

"mSafety enables a secure connection between the wearer and the service provider and empowers both sides with valuable data, exclusively for their use. Consumer wearables available in the market today are neither designed, nor adequate for this purpose."

John Murphy, co-CEO of 8 West Consulting

"The wearable device's battery lasts multiple days, depending on how it's being used," says John. "Sony's platform also provides connectivity with a global roaming profile plus FOTA (firmware over the air) for straightforward device management and easy software updates."

Another big plus for 8 West is mSafety's long radio range, based on low-power IoT communication. "It's better than LTE and means the solution can work with poor signal quality," continues John. "And, just as important, two-way communication with the cloud-based monitoring system is end-to-end encrypted for security. No other apps can be downloaded onto the device, which gives it the edge over most of today's consumer wearables."

"When it comes to software development, the challenge today is to make complicated things look and feel easy."

John Murphy, co-CEO of 8 West Consulting

Remote monitoring apps for sports enthusiasts, lone workers, the elderly, and those living with chronic conditions

After a period of collaborative development and testing with Sony and potential end users, 8 West now offers three SafeTrx applications built on the mSafety platform.

SafeTrx ACTIVE

The first of these is the SafeTrx ACTIVE app which connects rescue services – the local marine rescue, coast guard or other first responders – to sports people engaged in high-risk activities like surf skiing, kite surfing or kayaking. "The device is lightweight and water resistant, which makes it the perfect tracker for near-shore water sports and wilderness enthusiasts," says John. Over 1,000 SafeTrx missions were performed by marine rescue organisations in six countries in 2020.

"We trust the Sony team 100%."

John Murphy, co-CEO of 8 West Consulting

End-customer story

Jumpteam is a water sports association in the Netherlands that has lost several members to storms at sea in recent years. The association is now working with SafeTrx ACTIVE to counter this kind of threat and prevent further loss of life.

Key features: SafeTrx ACTIVE for search & rescue

- Robust, water resistant wearable
- Two-way data communication
- Continuous tracking and alerting
- 4G/5G connected

SafeTrx PROTECT

The second app, SafeTrx PROTECT, is designed to safeguard lone workers, and is geared toward enterprise applications. In this case, the mSafety wearable acts as a 'digital buddy', tracking the workers' location and monitoring their biometric data. It quickly detects signs if someone is in danger or has had an accident. "This makes employees feel safer, and it's also more cost-effective for employers than deploying pairs of workers," says John.

SafeTrx CARE

Third up is SafeTrx CARE, an application for remote health monitoring. In combination with the mSafety wearable device, 8 West's service monitors vital biometric, lifestyle and environmental data and uploads it to a cloud-based system. Intelligence incorporated into the system recognises deviations from configured safe parameters, across a range of metrics, and generates alerts accordingly.

KNRM & SSRS

8 West has been working with the Dutch (KNRM) and Norwegian sea rescue organisations (RS), which are examining ways to improve crew safety. SafeTrx PROTECT helps them monitor their crews in difficult conditions. Staff at the command centre can also issue call-outs to the wearable and if necessary, recall their crews.

Key features: SafeTrx PROTECT for solitary workers

- Robust wearable
- End-to-end data encryption
- LTE Cat-M connectivity
- Health status monitoring

End-customer story

An early SafeTrx CARE customer is Dublin City University (DCU) with its award-winning project to manage the health and safety of elderly people living at home. Dr Pat Henn, Director of Research & Education at the ASSERT Centre, University College Cork, comments: "SafeTrx CARE is an enabling technology to support healthy and active ageing. It can aid safe, independent living and provide reassurance to both family and carers."

Key features: SafeTrx CARE for remote health monitoring

- Easy-to-use wearable
- Long battery life
- Alerts and two-way messaging
- Built-in fall detection & integration with BLE sensors

SafeTrx ATLAS

Another interesting project currently underway at 8 West is SafeTrx ATLAS. This combines mSafety with a layer of SafeTrx software upon which other service providers can easily build their own apps and services. "It's ideal for developers who want to employ the mSafety wearable but who perhaps lack the coding skills or engineering resources to do so by themselves," says John.

Anders Strömberg, Director, Head of Wearable Platform Division at Sony is delighted that 8 West is now also acting as a system integrator, combining the mSafety platform with their own software solution. "SafeTrx ATLAS has the potential to bring Sony's technology to many more companies than we could possibly hope to reach by ourselves", he says.

"We've enjoyed a very productive, synergistic partnership with Sony all the way."
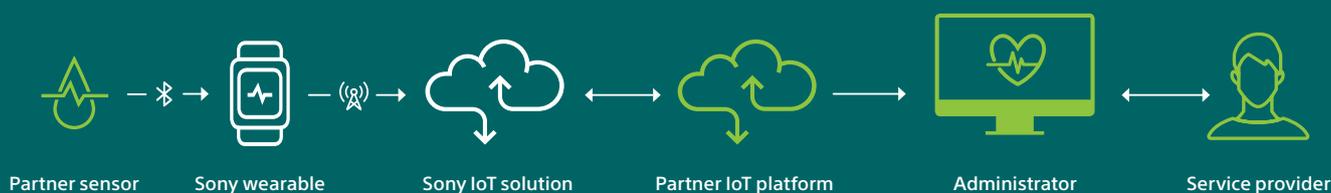
John Murphy, co-CEO of 8 West Consulting

About 8 West Consulting

Cork-based 8 West Consulting is a business consulting and software development company and has been in operation since 1998. It now has over 200 employees in Ireland as well as a smaller centre in Rumania. 8 West acquired its current name in 2017 following an MBO from its previous owner Anthem, a large US medical insurance company. The founders and co-CEOs are John Murphy and Eamonn Franklyn.

SONY

mSafety from Sony

mSafety is a reliable platform designed for mHealth providers and safety services — to help make people safer in a range of different situations. It consists of a secure cloud back-end solution with a connected wearable. Together they form a ready-made platform upon which to build remote monitoring applications. Leveraging IoT connectivity, mSafety reduces technical complexity and increases the safety and freedom of end users, while delivering valuable data to the companies that deploy it.

Find out more about mSafety on **https://sonynetworkcom.com/msafety/**
Contact us to learn more about partnership with Sony's mSafety and how to make the wearable platform work for you.

| Partner sensor | Sony wearable | Sony IoT solution | Partner IoT platform | Administrator | Service provider |

mSafety