

Intelligent sensing. Safer care.

Privacy-first fall detection
for real-world environments.

DVS Fall Detection for **Safer Aging** at Home

Privacy-first sensing for bathrooms
and home care environments



Home Safety

Peace of mind
for families



Privacy

No images ever
captured



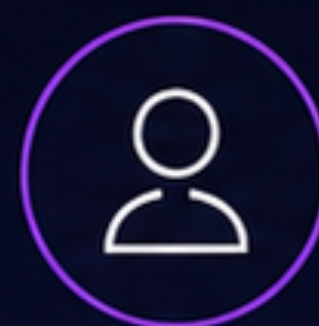
AI Detection

Instant, accurate
fall detection



50%

6-month mortality
after a long-lie



<50%

Falls reported
by seniors



\$80B

Annual cost
in the U.S.



\$76k+

Avg. recovery cost
per fall

The danger isn't the fall — it's the **delay**.

Every minute on the floor increases the risk of serious complications and death.



01

Fall Occurs

A fall happens, often without anyone nearby.



02

No Immediate Help

The person is unable to get up or call for help.



03

Time on Floor Increases

Risk of complications rises dramatically with time.



04

Complications Set In

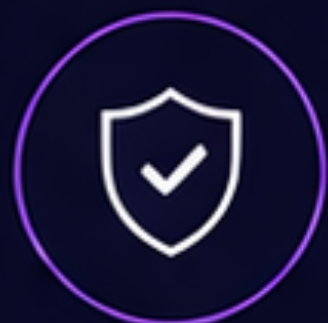
Rhabdomyolysis, dehydration, hypothermia, infections.



05

Long-Term Impact / Mortality

Higher chance of disability, institutionalization, or death.



Reducing time-to-response is the
most powerful intervention we can make.



Every minute matters.
Lives. Independence. Cost.

Existing solutions rely on **the patient.**

When the patient can't act,
detection fails.



Wearables & pendants

Require button press.
Fail when unconscious or immobilised.



Voice assistants

Depend on speech and proximity.
Unreliable in emergencies.



Cameras

Raise privacy concerns.
Rejected in private spaces like bathrooms.

TRADITIONAL SOLUTIONS



Require user
interaction



Fail when patient is
unconscious



Privacy
concerns



Delayed or
missed detection

MAD EYE DVS



No interaction
required



Works when patient
can't call for help



Privacy-first
by design



Instant, reliable
detection

VS.



Built for the moments
when **no one can press a button.**



Privacy-first fall detection. Built for **private spaces**.

MadEye DVS uses event-based sensing and AI to detect falls instantly—without cameras or microphones.



100%

Privacy Safe

No images.
No audio.



<1ms

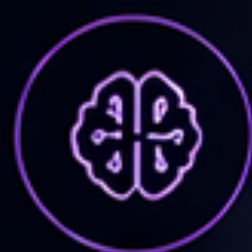
Instant Detection

Events detected in
milliseconds.



Low Power

Always-on sensing
with battery efficiency.



AI-Powered

Detects fall patterns,
not video.

How it works

Event-based sensing
captures only changes
in motion, not images.



1. Capture events

Sensor detects changes
in brightness over time.



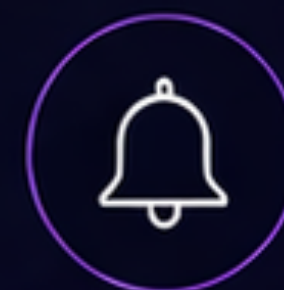
2. Build motion signature

AI creates a motion model
of the human body.



3. Detect fall pattern

Recognizes rapid acceleration
followed by stillness.



4. Instant alert

Alert sent immediately
to caregivers or systems.

Better outcomes. Measurable impact.

Falls are expensive—financially and operationally. MadEye DVS reduces risk, saves costs, and improves care.



\$14K–\$30K

Cost per fall

Direct and indirect costs per patient fall in hospitals and senior living.



30–50%

Preventable

Nearly half of falls can be prevented with earlier detection and response.



Up to 3x ROI

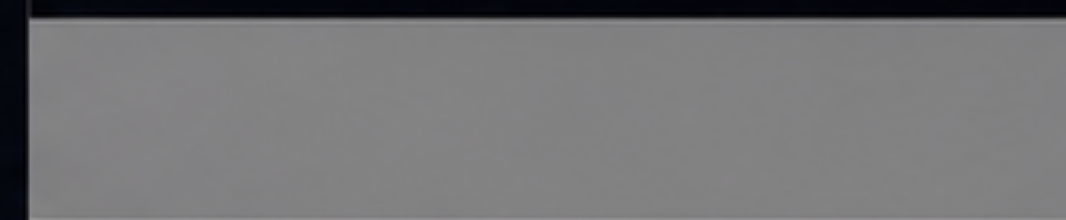
Proven return

Facilities see significant savings and improved operational efficiency.

The financial impact of falls

For a **100-bed** senior living community

Without
MadaEye DVS



\$1.2M+

Estimated annual
fall-related costs

With
MadaEye DVS



\$400K–\$600K

Estimated annual
fall-related costs

\$600K+

Annual savings
Potential

Where savings come from



Lower Medical Costs

Fewer injuries, shorter stays, and reduced readmissions.



Reduced Liability

Lower risk of costly claims and compliance penalties.



Operational Efficiency

Staff can respond faster and focus on high-value care.



Better Outcomes

Proactive care leads to better resident health and satisfaction.



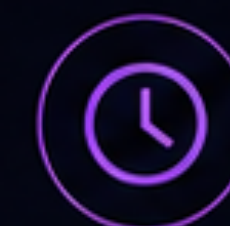
**Investing in prevention
pays every day.**

MadEye DVS helps organizations break the cycle of falls and high costs—delivering measurable savings and better care from day one.



50%

Fewer falls
on average



60%

Faster response
time



100%

Privacy protected.
Always.

Better outcomes. When it matters most.

We're seeking the right strategic partner to **deploy, validate, and scale** fall detection in real-world environments.



Deployment

Access to real-world environments.



Integration

Systems and platforms to embed and scale.



Validation

Proof of impact through clinical and operational validation.



Not just funding –
the right strategic partner
to bring this to market
effectively.



Built for real-world care. Ready for real-world deployment.



A massive market. A clear opportunity.

The aging population and caregiver shortage are driving urgent demand for discreet, reliable fall detection—at scale.



1.6B+

People aged 65+
by 2050

The population is
aging—fast.



80%

Prefer to age
in place

Driving demand for
in-home safety.



~8M

Caregiver
shortage by 2030

Technology must bridge
the care gap.

Large, Growing, and Underserved

Global market for fall detection and prevention solutions

\$4.6B

2024 Market Size

Global market for fall
detection solutions

\$12.7B

2030 Market Size

Projected global market
opportunity

18.5%

CAGR (2024–2030)

Strong, sustained
market growth

Where the need is greatest



Senior Living Communities

Independent, Assisted,
and Memory Care



Hospitals

Patient rooms and
high-risk areas



Home Care

Aging in place with
family or professional care



High-Risk Environments

Bathrooms, long-lie areas,
and isolated spaces

A global opportunity



North America

Largest market
adoption

Europe

Aging population
Creates growth

Asia Pacific

Fastest growth
worldwide

Rest of World

Increasing awareness
and investment



The need is universal.
The opportunity is now.

Why now?

Converging factors are accelerating adoption
and creating a perfect window to lead.



Aging Population

More seniors.
More risk.



Caregiver Shortage

Fewer caregivers.
Greater demand.



Tech Advancement

Smarter AI.
Lower costs.



Policy & Investment

More funding.
More momentum.

OUR PRODUCT

A small sensor. A powerful difference.

MadEye DVS is a compact, **wall-mounted** sensor that detects falls instantly — without cameras, images, or audio.



7.1 in
18 cm

2.1 in
5.3 cm

Compact by design

Sleek. Discreet.
Built to blend in.



Discreet & Non-Intrusive

Sleek design blends
into any environment.



Quick & Simple Installation

Mounts in minutes.
No special tools
or calibration.



Always Connected

Secure Wi-Fi or
Ethernet connectivity
for real-time alerts.



Privacy by Design

No cameras. No audio.
No images. No stored
personal data.



Built for Real Life

Moisture-resistant
and tested for
real-world use.

Wall-mounted. Easy anywhere.

Installs in minutes.
No ceiling work. No disruption.



Bathrooms

Moisture-resistant
and built to last.



Private Rooms

Discreet protection
where it matters most.



High-Risk Areas

Hallways, entries,
and recovery spaces.



Enterprise-Grade Security

End-to-end encryption.
Role-based access.
Compliant with healthcare privacy standards.

Built for care. Backed by technology.



Proven Detection

High accuracy across
diverse room layouts
and conditions.



Scalable

From a single room
to an entire facility —
effortlessly.



Cloud-Managed

Remote monitoring,
updates, and insights
through a secure portal.



Low Maintenance

Automatic health checks
and diagnostics minimize
IT burden.

OUR SYSTEM

From detection to action.

An end-to-end fall detection system that alerts the right people, instantly.

-  **Detect**
Our wall-mounted sensor detects falls in real time using advanced AI sensing.
-  **Alert**
Instant alerts are sent to caregivers through the mobile app and dashboard.
-  **Respond**
Caregivers can communicate, assess, and respond — faster.
-  **Record & Improve**
Secure analytics help monitor trends, improve care, and reduce risk.

A complete solution for safer, smarter care.



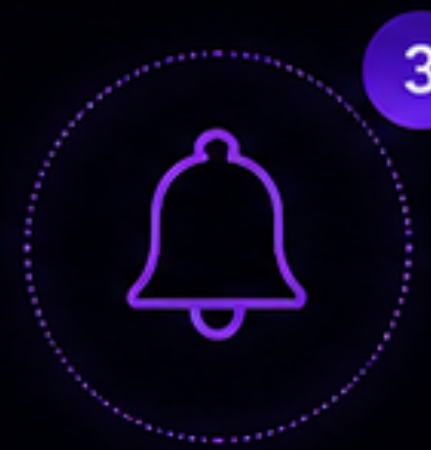
Sensor

Wall-mounted sensor monitors 24/7.



Secure Cloud

AI processes motion instantly and securely.



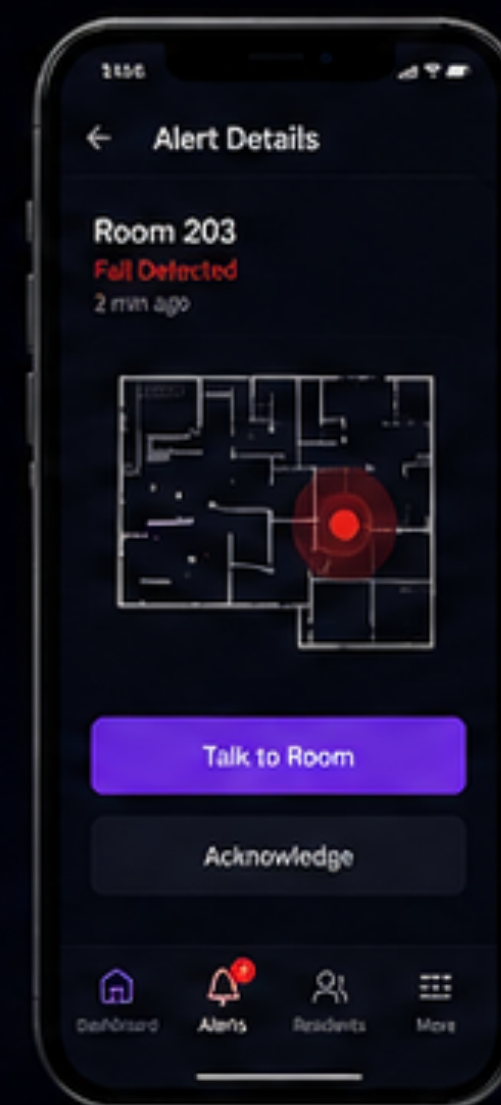
Alerts

Real-time alerts via app, SMS, or integrations.



Caregiver Action

Caregivers act fast and provide the right care.



Secure by Design

End-to-end encryption and role-based access.



Seamless Integrations

Works with nurse call systems, EHRs, and care platforms.



Actionable Insights

Powerful analytics to reduce falls and improve outcomes.



Technology that cares.
Outcomes that matter.



Faster Response
Seconds, not minutes.



Better Outcomes
Reduced fall severity and risk.



Lower Costs
Fewer incidents. Lower liability.

OUR MARKET

A global problem. A massive opportunity.

The fall detection market is growing rapidly as healthcare systems prioritize safety, efficiency, and better outcomes.

\$9.1B

Global Market Size
(2023)

19.6%

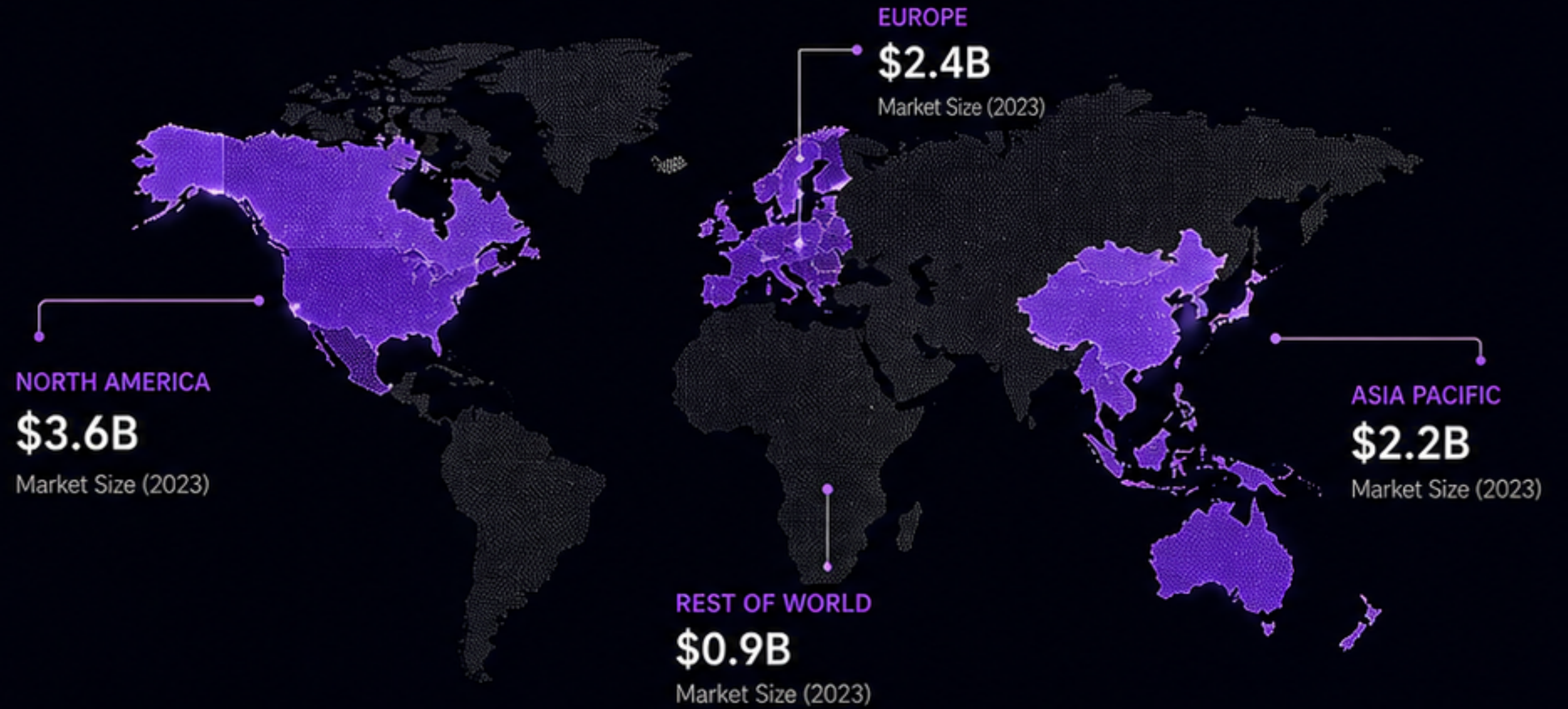
CAGR
(2023–2030)

\$31.4B

Projected Market Size
(2030)

Source: Grand View Research – Fall Detection Systems Market Report 2023

Market Opportunity by Region



Driven by aging populations, caregiver shortages, and the shift to proactive, tech-enabled care.



By 2030, over **68%** of the world's population will live in cities.

Large and growing target markets.



Across hospitals, senior living, home care, and rehab facilities.



Hospitals

\$3.2B

Market Size (2023)

- Reduce fall-related injuries
- Lower liability and costs
- Improve patient outcomes



Senior Living & Long-Term Care

\$3.7B

Market Size (2023)

- Protect residents
- Support overworked staff
- Improve quality scores



Home Care

\$2.2B

Market Size (2023)

- Enable aging in place
- Give families peace of mind
- Reduce emergency visits

WHY WE WIN

Built different. Built to lead.

MadEye DVS combines breakthrough event-based sensing with AI to deliver unmatched performance, privacy, and reliability.



Privacy by Design

No images. No audio. No personal data.
Total peace of mind.



Always-On Intelligence

Detects falls instantly — 24/7 —
in any light, in any environment.



Clinically Accurate

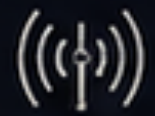
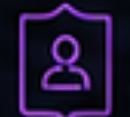
AI trained on millions of real-world
motion events for high accuracy.



Easy to Deploy & Scale

Wall-mounted. Installs in minutes.
Built for real-world healthcare.

The only solution that delivers on **what matters most.**

	MAD EYE DVS Event-Based AI 	 Cameras	 Wearables	 Pressure Mats	 Other Radar Sensors
 Captures Images or Audio	✓ No	✗ Yes	✓ No	✓ No	✓ No
 Privacy Protection	✓ Built-in (Privacy by Design)	✗ Limited	✗ Limited (Collects personal data)	✗ Limited	⚡ Partial (May infer data)
 Detects Falls Automatically	✓ Yes (Instantly)	✓ Sometimes (With limitations)	✗ Sometimes (User dependent)	✓ Yes (Bed/Chair only)	⚡ Sometimes (Lower accuracy)
 Works in Darkness	✓ Yes (Any light)	✗ No (Needs light)	✗ No	✗ No	⚡ Sometimes (Depends)
 Low Power Always-On	✓ Yes (Ultra-low power)	✗ No (High power)	✗ No (Frequent charging)	✗ No (Plugged in)	⚡ Sometimes (Medium power)
 Easy Installation	✓ Yes (Wall-mounted, minutes)	✗ Complex (Network, setup)	✗ User-dependent (Wear & manage)	✗ Complex (Placement, wiring)	⚡ Moderate (Setup required)



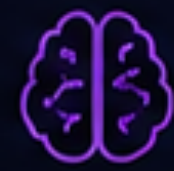
Our Unfair Advantage

A proprietary technology moat that competitors can't replicate.



Proprietary DVS Sensor

Custom event-based hardware optimized for fall detection.



Proprietary AI Models

Trained on millions of real-world motion events. Continuously improving.



Massive Data Moat

Unique, privacy-safe motion dataset that gets smarter over time.



End-to-End IP

Hardware, firmware, and AI models protected across multiple patents.

Real-World Deployments. Trusted by Leaders.

Our AI technology secures critical environments across
high-security industries and **large-scale events**.



Banking Systems

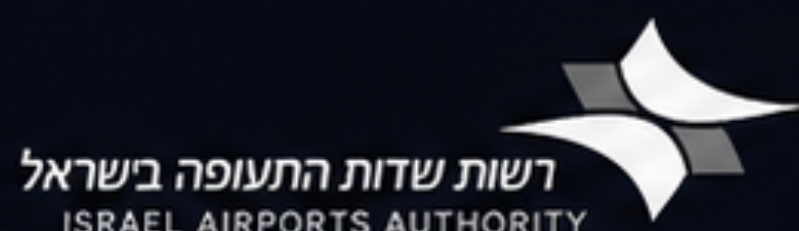
◆ bank hapoalim

**ISRAEL
DISCOUNT
BANK**

- Full integration with the access control system
- Strong identification with enterprise PAC systems
- Compliance and requirements for the protection of privacy in the field of banking



IAA – Israeli Airport Authority



- Installation of units in ground-air buffer crossings
- Full integration with the access control system
- The system operates in an operational environment for over a year



Military & Government



משרד ראש הממשלה



- Unmanned Border Crossing Project – Army
- Vehicle crossing points
- Government ministries of various kinds
- Camps protection



Events



- Fast Entry
- Self Service
- VIP
- MLB
- NFL Events
- Brazil Major League



Acknowledgments



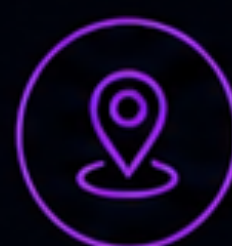
סייבר ישראל
Cyber Israel

מערך הסייבר הלאומי - National Cyber Directorate

- Israel Cyber Authorities
- IAI
- IMI
- Elbit
- IIBR
- MALMAB Directive



Trusted by leaders.
Securing what matters.



10+
Critical Sectors
Secured



50+
Organizations
Protected



Proven
Track Record in
High-Security Projects

Seeking the right partner. To bring this to scale.

We're looking to work with organisations who can help deploy, validate, and scale fall detection in real-world environments.



Deployment

Access to real-world environments across care facilities, hospitals, and home care.



Integration

Systems, platforms, or infrastructure to embed seamlessly and scale effectively.



Validation

Clinical, operational, or commercial proof to demonstrate impact at scale.



**Not just funding –
the right strategic partner
to bring this to market
effectively.**



Built for real-world care. Ready for real-world deployment.