

TV MESSENGER SERVICES, INC.



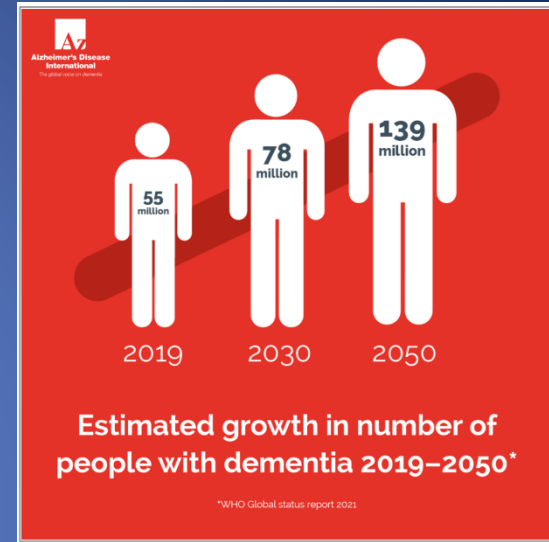
www.TV-Messenger.com

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TV Messenger™ is a trademark of TV Messenger Services, Inc.

THE POPULATION IS LIVING LONGER

- Increasing incidents of Dementia
- 60+ Million unpaid US caregivers
- Missed meds, appointments, etc.
- 75% over 50 wish to Age-in-Place
- Help relieve caregiver & loved-one's stress using the TV a device that everyone knows well



FOUNDER/INVENTOR JAY MOSKOWITZ

- Serial Entrepreneur, 15+ patents, 12+ startups
- Telecommunications focus 40+ years
- First to deliver nationwide text messaging
- Blackberry communicator 5 year before RIM
- FCC contender for nationwide radio frequency
- Mobile phone internet surfing before iPhone
- Satellite-based texting before iPhone 14/Starlink
- Telecom software firm of 350 engineers



PRIMARY SERVICES PROVIDED

- Message display during live/streaming TV
- Caregiver message entry from:
 - Telephone voice input
 - SMS
 - Mobile app or Web
- Message escalation engine
 - Visual/Audio cues on TV
 - Phone call / SMS to loved one
 - Contact caregiver – Phone, SMS, Email, App
- Wireless Confirmation Button



CONFIRMATION BUTTON



- No need to navigate menus in an app
- No need to send a text message to confirm
- No need to use a telephone
- No need to use a smart phone



ADDITIONAL SERVICES PROVIDED

- Recurring and Scheduled Messages

9:20

New Parameter Setting

Save recurring data for TVM01

Parameter Name

Description

☐ ☒ ☒ ☒ ☒ ☐ ☐

S M T W T F S

Start Date Stop Date

Today None

Start Time End Time

20:00:00 16:01:00

Accumulated Start/Stop Times

08:00:00	08:01:00
12:00:00	None
16:00:00	16:01:00
20:00:00	None

Save Parameters

Return to prior screen

1:27

Set Start Time

Current time at Cared-For location

06-17-2026
17:27:17 UTC

Delay: 12 Minutes X

Set Start Delay

Delay Period Seconds

Set Start Delay

Start: Undefined X

End: Undefined X

Set Start Time

Tue 16 Ma 202 16 26 08

We 17 Jun20 17 27 09

Thu 18 Jul 202 18 28 10

9:28

Caregiver

SEND MESSAGE

TVM01

Select M-brAln Device

Set Start Time Set End Time

Set Recurring Messages

☐ Request Confirmation

Message

Send Message

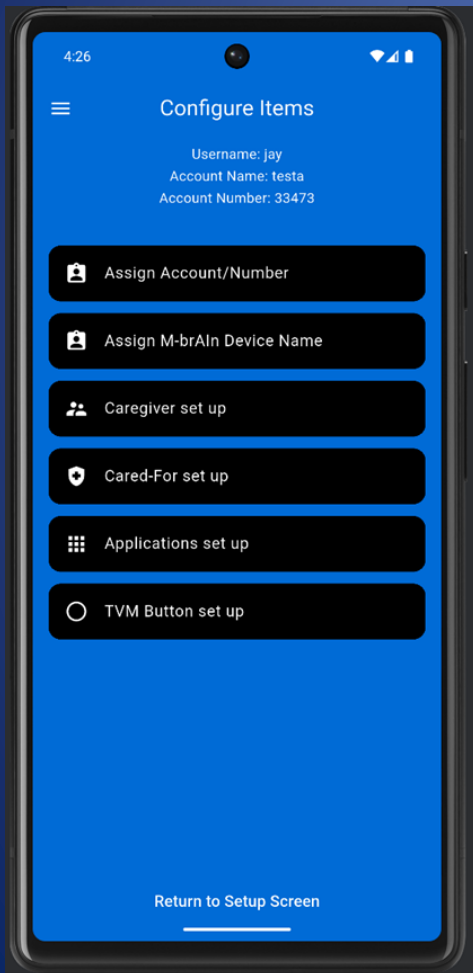
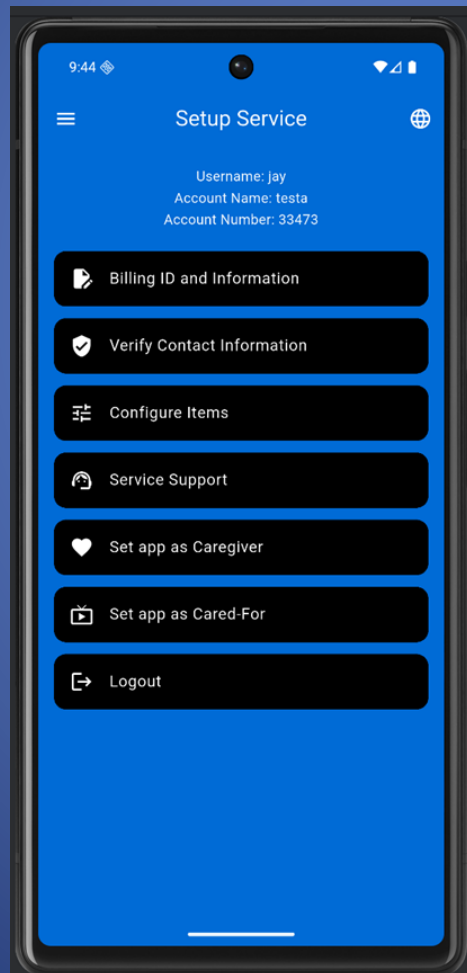
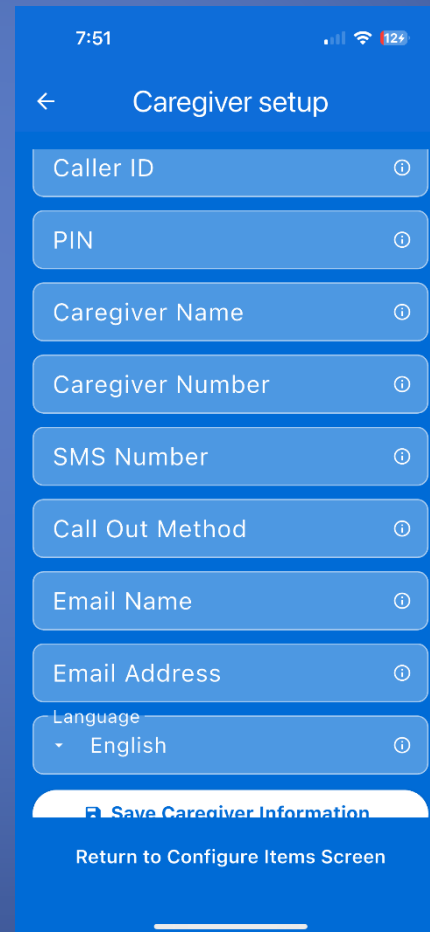
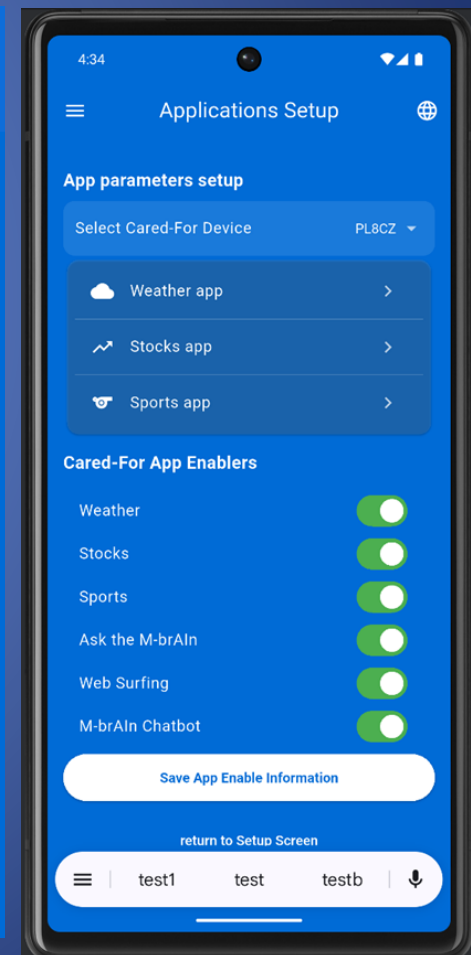
Show Scheduled Messages

Return to Satup Screen

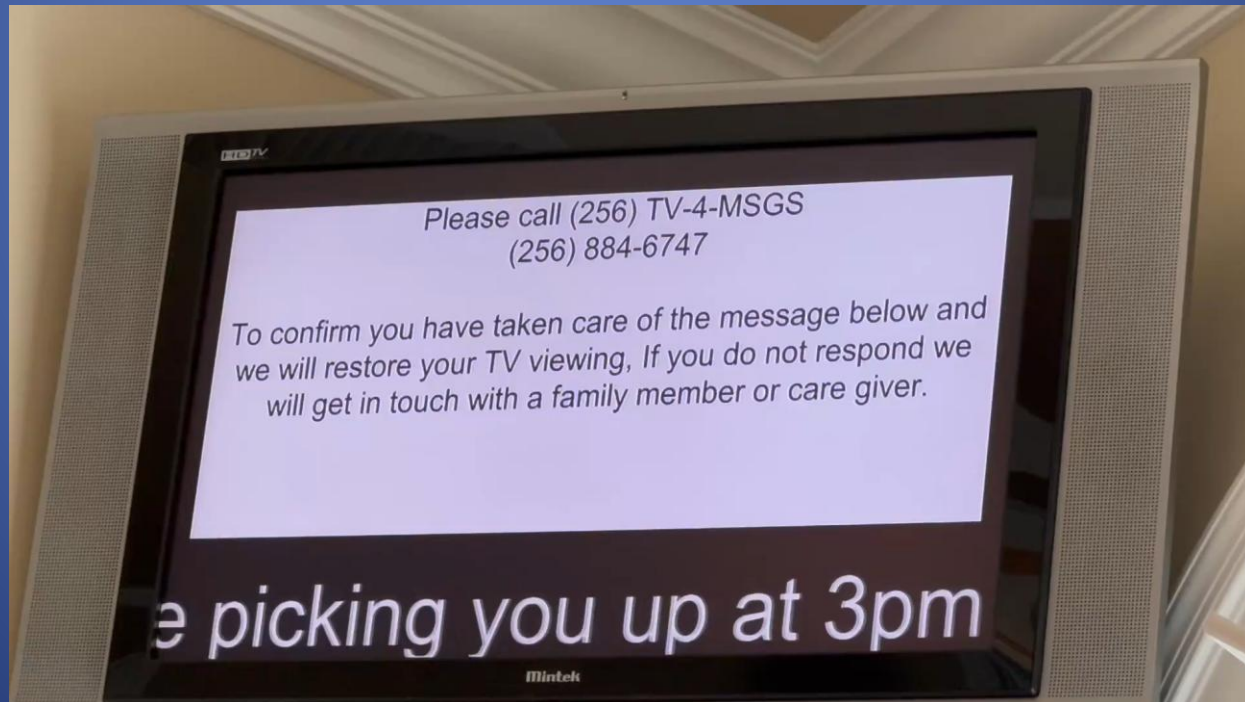


ADDITIONAL SERVICES PROVIDED

- Set up accounts/devices/apps/services/support



Message Escalation



Further Escalation – Voice Alerts



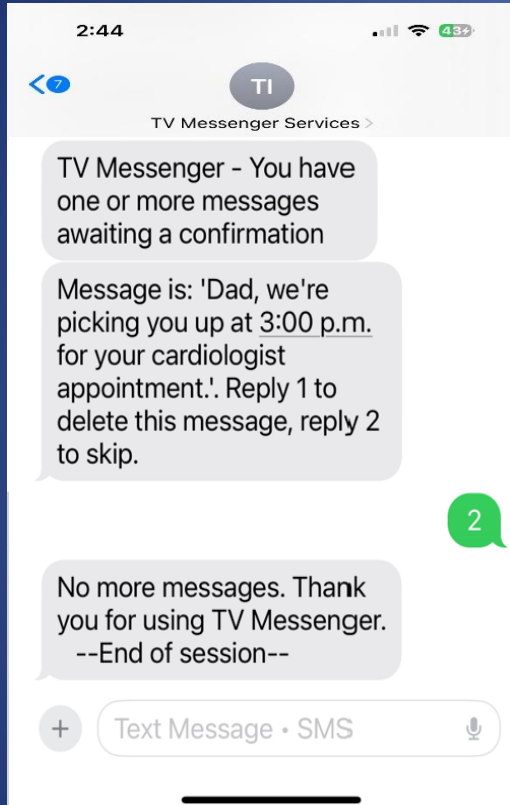
Click for call to loved one



Click for Alert to Caregiver



Further Escalation – SMS Alerts



← To Cared for

To Caregiver →



Sending a Message

12:09

Caregiver

SEND MESSAGE

WMIM1
Select M-brAln Device

Set Start Time Set End Time

Set Recurring Messages

☐ Request Confirmation

Message
Dad. we are picking you up at 3pm for the cardiologist appointment.

Send Message

Show Scheduled Messages

[Return to Setup Screen](#)

1:04

TI
TV Messenger Services >

Reply 1 to send a message, or 2 to update your PIN.

1

Please choose a device for your message: Reply 1 for device TVM06, Reply 2 for device TVM01, Reply 3 for device WMIM1.

2

Please enter the message.

Dad, we are picking you up at 3pm for the cardiologist appointment

Reply 1 if you wish a confirmation when this message is received, or reply 2 to send without confirmation.

+ Text Message • SMS

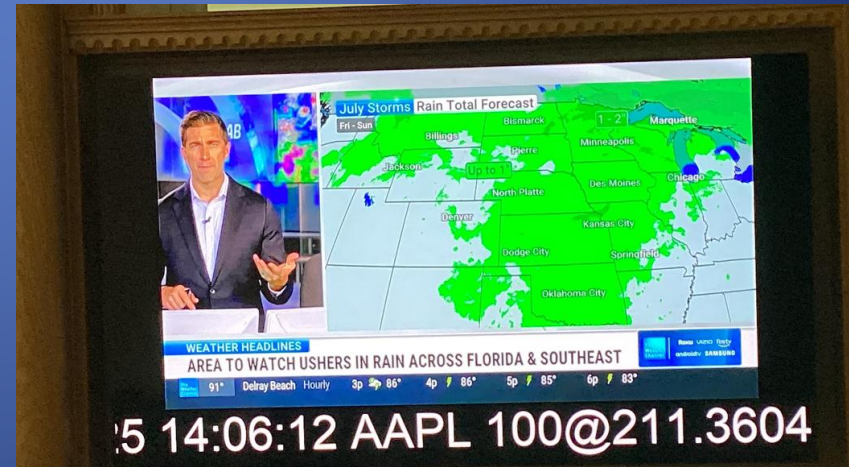


Click Speaker to hear a caregiver leave a message for one of their 3 loved ones

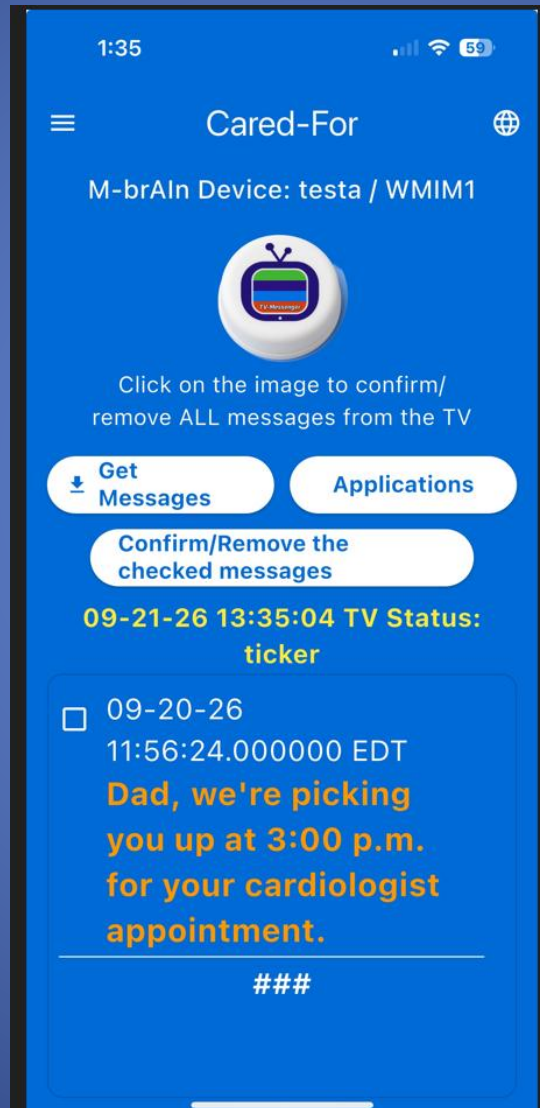


SECONDARY FUNCTIONS

- Value-added apps
 - Weather, Stock Quotes, Sports Scores/Information
 - Chatbot, Web surfing,
- Internationalization (I18N)
 - App currently in English, Spanish, French, Chinese
 - TV Messages in 40+ languages



CARED-FOR CHECK FOR MESSAGES



SECONDARY FUNCTIONS

- M-brAIn Question and Answer bot

M-brAIn Q & A



Question: Give me a recipe for creamy oatmeal

M-BrAIn Answer: Creamy oatmeal sounds delicious. Here's a simple recipe to



EXTENSIVE PATENT-PENDING PROTECTION

- Provisional patent 64/082,859
 - “Progressive Welfare Verification and Escalation Intervention Through Television-based Interaction”
 - 108 page application
 - 365 overall claims
 - Multiple claim sets will result in a portfolio of patent applications from the patent body
 - Inventor has written all his patent applications
- The set of derived patents will offer considerable protection against competitive offerings



THE PLATFORM

- Not a MVP. Fully operational service.
- Scalable, Flexible Software Architecture for expandability into future functionality
- Linux Cloud Servers (2) & Database
- Mobile app (iOS/Android/Web) – 50+ screens
- Value-Added applications (Weather, Stocks, Sports, Chatbot,...)
- Telephony Subsystem (Voice and SMS dial in/out),
- Wireless Confirmation Button
- M-brAIIn device (Internet/HDMI interface)
- Billing subsystem (Subscriptions/Components)
- Logging subsystem / Statistical Gathering (HIPAA)
- Tech support subsystem



PLATFORM EXPANSION OPPORTUNITIES

- Realtime Glucose Monitoring/Alerts on Screen
 - Support diabetic patients
 - Contact caregiver or doctor for blood sugar anomalies
- Additional welfare monitoring
 - Integration of other hardware components
- Expand TV Messenger into a facilities management tool
 - Use TV Messenger for Digital Signage Applications
- Support services via selling TV ad space



POTENTIAL MARKETS

- For Aging-in-place, child away at school, family at home
- With growing staff shortages
 - Healthcare facilities
- Senior living facilities
- Hospitals
- Post operative care
- TV Manufacturers
- Cable companies
- Personal Emergency Response System Vendors
- Doctor offices
- Professional caregiver organization
- Home healthcare
- International Markets for all above



PRIVATE BRANDING / ACQUISITION

- Licensing – A completely standalone operating version of the entire TVM service
 - Branded to the licensees under its operating name
 - Entirely operated by the licensee
 - Licensing terms by:
 - Territory, Market area
- Acquisition (preferred option)
 - Pursue all markets and territories
 - Sub-license
 - Training and support period
- Product created specifically for branding or acquisition



MARGINS

- The service is currently priced to provide a 50% to 60% profit margin
- M-brAIIn device: \$225
- Monthly Service: \$25
- Annual Service: \$255
- Wireless Confirmation Button: \$50



NEXT STEPS

- Provide a limited number of evaluation accounts on the existing TV Messenger platform. Use the service to evaluate all its functionality
- Discuss system internals for expandability and support capabilities with IT staff
- Provide built in logging and support function samples to IT staff



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