



Made in Russia



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# Aimoto Medical Alert

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Today the company has more than 500 thousand users in all regions of Russia, Kazakhstan, Armenia, Belarus and a modern information technology platform to serve users anywhere in the world. The company has implemented a line of devices for different user groups: pre-school and school children, the elderly and people with disabilities. Since 2015, the company's revenue has increased five times and by the end of 2019 amounted to more than 200 million rubles.



**Sales of the company are about**

**200 000** devices  
per year



## History of the Company

The project was launched in 2011. At the same time, the first devices for elders in MTS company were launched. The developers also introduced Global Positioning System geolocation technologies into the device. At the same time, a Help Control Center was created, which operates around the clock.

In 2012, the project attracted investments of IT Group of Companies (diversified IT-holding that provides a full range of services and solutions for the creation, modernization and maintenance of corporate information systems). Aimoto Medical Alert company started working all over Russia and opened representative offices in the regions.

## Products and services

Today, the company Aimoto Medical Alert offers several models of devices designed for use by the elderly and children of school and preschool age, as well as people with disabilities.

For older people, the company has developed a model Aimoto

There are several watch models for children: smart 4G watch with video call possibility, smart watch-phone with camera and flashlight, and waterproof smart watch with geolocation.

In addition to devices, the company Aimoto Medical Alert also



Tracker, which is a watch-phone equipped with a heart rate sensor, Global Positioning System sensor and a module for a subscriber identification module card, which allows you to use this device as a phone. provides support services to users in its own day-and-night Help Control Center. The list of services of the center includes: emergency call, social services, wellness control, patient geolocation.

## Clients and partners

Aimoto Medical Alert is working under contracts with the administrations of Nizhny Novgorod, Sverdlovsk, Belgorod regions and several other regions of the country.

Besides, the company successfully cooperates with all cellular operators in Russia: MTS, VimpelCom, Megafon, Tele2. The company's products are represented in all federal retail networks in Russia: Svyaznoy, DNS, Euroset and others.

Since 2018 Aimoto Medical Alert is a partner of Walt Disney. Aimoto brand together with Walt Disney brought to the market of Russia and the Commonwealth of Independent States countries a new category of children's watches with superheroes and cartoon characters, which are more than two years in the top sales.

## Awards and achievements

In 2011, Aimoto Medical Alert was awarded the Startup of the Year - 2011 in the category The best socially significant startup, according to the Higher School of Economics. In the same year the company became one of the winners of the Business innovation technology-2011 contest and took the second place in the Forbes magazine's project



competition.

In 2013, the Company Secret magazine put the company on the first place in the rating of the most promising venture projects.

In 2018, the project received the Good Impulse award.

In 2018-2019, Aimoto Medical Alert company was among the top 10 world manufacturers of smart watches for children in the ranking of research agency Counterpoint, along with such world giants as Huawei and Xiaomi.

1. Aimoto Medical Alert is the first company in Russia, which offered devices and services to call emergency assistance for the elderly and children.
2. Devices for elderly people are equipped with fall sensors.



## 4 facts:

3. Sales of the company are about 200 thousand devices per year.
4. Aimoto brand together with Walt Disney brought to the market of Russia and the Commonwealth of Independent States countries a new category of children's watches with superheroes and cartoon characters.



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Brand page

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