Baby Tech by Hubble Connect

Episode 265 · January 20, 2022 · with Marty Yurik

IN THIS EPISODE

Hubble Connected executive Marty Yurik joins Dr. Elliot Berlin, DC to explore a new generation of baby tech designed to keep families safe, healthy, and connected. Marty traces the company from its parent company's 60-plus years in cordless phones and audio into the first baby monitors — and into today's Wi-Fi cameras and the Hubble Club app, where parents can track feeding, diaper changes, breastfeeding, and growth against World Health Organization percentiles, share a secure view with grandparents who can't be there, and even play a personalized message — Mom singing a lullaby, Grandpa reading a book — without ever entering the room. Then comes the product tour: a Nursery Pal Premium whose touchscreen parent unit doubles as a closed, kid-safe content player as babies grow, the brand-new Eclipse Plus smart soother that a toddler can carry like a lantern, and a Dual Vision camera with AI object tracking that can follow a child's first steps. How does a family choose among so many cameras, what are parents saying about 24-hour recording and sleep routines, and how secure is a wireless nursery, anyway? Plus a smart baby scale built for virtual doctor visits, a five-in-one humidifier, an air purifier — and what Marty says is coming next.

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DR. ELLIOT BERLIN, DC: To the informed pregnancy and parenting podcast I'm your host dr. Elliott Berlin and I am excited to introduce you today to very cool and purposeful cutting-edge baby products This episode is sponsored by Hubble connected an awesome brand working to connect and nurture healthy happy families through fun Innovative gear Hubble connected line takes advantage of today's digital advancement and products designed to help parents keep their kids safe and healthy My guest today an executive from Hubble connected It's here to talk more about the brand the products and the peace of mind that Hubble connected can provide your family

MARTY YURIK: Marty Yurik, welcome to the podcast. Dr. Will and very happy to be here with you today

DR. ELLIOT BERLIN, DC: I was just telling you a little banter before we started I was looking for the past several days through all your interesting unique new age products and my wife and I were like Yeah, sure. We have another kid. We're not we decided on to but now I'm reconsidering

MARTY YURIK: Well, baby tech is a very exciting space right now and one of the fun things for all of us in the company is that Most of us at the company have some way shape or form new babies in our lives Whether it be children or grandchildren or everything else. In fact, we're expecting a new baby in our household any day now So I'm hoping that being on your podcast can help us have a baby in the near future

DR. ELLIOT BERLIN, DC: I mean, I hope by the end of the episode we're gonna Going in the background. All right, let's talk about the beginning. How did this company come to be?

MARTY YURIK: Yeah, thanks for that, you know Hubble connected our parent company Benetton has been in existence for over 60 years and we Started doing a number of different categories of technology One of them was everything from audio products to cordless phones back in the day to everything else and that technology In cordless phones is what kind of led to some of the first baby monitors So with that we grew and continued to innovate to not only have baby monitors where you could see what's happening on your Handheld parent unit it evolved to the point where you can also see them from anywhere with our IOT app Which is our hubble connected app which is a little club that can allow you to see from anywhere and what we've learned with

MARTY YURIK: The parents and moms today is that they really want that all-in-one solution they can get with an app So with that we've really grown over the last couple of years to add more and more features and advancements that not only Supplement what you can do with your baby monitor, but also give you some things that can help you with your life with an infant

DR. ELLIOT BERLIN, DC: All right, and we're gonna get into each of those. They're all interesting unique and brand new When you switch to hubble connect when you started to develop this line for parents, what was the original goal?

MARTY YURIK: You know The goal is keep family safe and connected with innovative family tech anytime anyone brings a new baby into the home, right? We know that they want to keep them safe sound connected know what's going on We know we have different levels of parents using our products some are first-time parents that are learning this all for the first time Others are parents with multiple children that have a lot going on in their household They want to see what's going on at where it goes from there and the app has allowed us to not only Create some products that can be used for the infants when they're in the home But also grow with your family and I'm excited to show you some examples of how our product can grow with the family as

DR. ELLIOT BERLIN, DC: Their children and babies grow up and the app I assume it's available for Apple Android

MARTY YURIK: Absolutely. Yes, the hubble club app can be found on all of the smart device services that are out there

DR. ELLIOT BERLIN, DC: Hubble club app are there things like if somebody was excited want to get started or the things that they can do with? Hubble club app that are not product specific

MARTY YURIK: Yes, there are you know a lot of when this industry started people started creating apps that just allowed you to view What was going on through your camera either through what we call a parent unit, which I'm sure many people are familiar with It's a little handheld device that typically has a five inch screen where you can see what's going on peer to peer. But then also the app piece came out where you can see it on the app. And some people have just stopped with the app, so all you can do is see. We've tried to add a number of very cool features to the app to see what you can do with that as well. Some of those are routine management. You can track feeding routines. You can track diaper changes. You can track breastfeeding.

MARTY YURIK: You can track all of these things in the app so it's all in one handy space. We also have growth tracking where you can enter in your baby's weight, head size, or length. And it'll actually chart it out over time over the World Health Organization percentiles. So you can see if your baby's in the 70th, 80th, or 90th percentile as it goes from there. But a lot of people come to us, say it's very handy. When they go to a doctor visit, they can just pull up and see how they're tracking. With it, we've also had other parents use some of our products for virtual doctor visits. And it makes it very easy to have all that information at their fingertips as well. There's a lot of soothing content in our app so you can see what's going on.

MARTY YURIK: Before even entering the room, you can either, with some of our products, you can activate a nightlight, you can activate a soothing sound or melody. And one of the favorite points that we've added in is that we have the ability for you to add a personalized message. So mom singing a lullaby, grandpa reading a book. And if you know that soothe is your child, you can activate that to play it without even going in the room to try to keep them in a restful state or relaxed state.

DR. ELLIOT BERLIN, DC: Wow, that's really beautiful. Two immediate thoughts are, for example, sometimes there's a grandparent who can't be there all the time, but I know in my life they would sing to the babies or read them a little passage before bedtime and this way they'd be able to do it without even being there.

MARTY YURIK: Yeah, we found that this really is, the great advantage of the secure wifi cameras that we have today is that you can also share with people that can't be there so you can go in and see. And the other thing that happens, as these products grow with your family, we've had stories of people that have said, I use this as my kids were growing up. When my kids grew up and went to school, I used the camera to watch the dog. And now either during times of COVID or what else, we've used this camera to watch an elderly relative just to check in and make sure that they're okay. So the great thing about this product is like I told you, it can grow and keep you connected to your family, your pets at whatever stage you're at.

DR. ELLIOT BERLIN, DC: I mean, that's brilliant. And also just gives it so much more life than like the zero to three size clothing.

MARTY YURIK: Exactly.

DR. ELLIOT BERLIN, DC: My other thought that pops into my head is that I'm pretty sure if this was around when I was born, my mother would still be using it to track my weight and size.

MARTY YURIK: Well, there's a couple of things that it has with that, right? We not only have all of that tracking, but also our Hubba Club app also offers free 24 hour recording. So if you do something that is a little mischievous, it can be captured and recorded for everyone to see for all time as well.

DR. ELLIOT BERLIN, DC: Well, you know how many times my kids would do something cute or sweet in the crib? They would start talking in their sleep or singing in their sleep. And as soon as we would hear it, we'd run in there with the video camera and try to capture them. By the time we got there, they were done. I dreamed of having that technology and I just was born a little too early.

MARTY YURIK: Yeah, yeah. We've had a lot of funny anecdotal video clips sent our way.

DR. ELLIOT BERLIN, DC: That's beautiful. All right, Marty, I'm super excited to jump into all these different products and learn more about the cool features that you've developed. We're gonna take a quick break and we'll be right back. Welcome back to the Informed Pregnancy podcast. We're talking to Marty Yurik from Hubbell Connected. All right, you guys have some extremely cool cameras out and you have new products coming up. Let's start with this. You have amazing cameras, but why would a family even want or need a camera in the home or in the nursery?

MARTY YURIK: Yeah, thanks for that question, right? We really find that a baby monitor is something that nearly every parent has today. We have a lot of partners that do baby registries and things like that. And they tell us that a monitor is always at the top of that list. And I think it just comes from that natural instinct to really want to know that your baby is safe and protected. And I think it comes in a different way. For first time parents, they want to be watching that baby all the time to make sure that it's okay, that it's sleeping okay. We have other parents that they're bringing a second baby into the house and we have cameras that are what we call twin camera sets where you can watch two different rooms at one time. So you can

MARTY YURIK: see what the older sibling is doing. You can see what the younger sibling is doing, where it goes from there. And I think it really comes down to really that desire to know that they're safe, to nurture, and to be able to comfort them as they're growing up. It's so fun to see these babies go through all their different stages and being able to kind of see without poking your head in the room all the time. I think it's something that our parents really enjoy.

DR. ELLIOT BERLIN, DC: Yeah, and also the lazy ones among us want to see without getting our butts out of bed.

MARTY YURIK: Yes, you absolutely have that as well. That's what we love about, you know, the Wi Fi cameras and that you can really see them from anywhere. So if one parent is at home, the other one's traveling, they can still peek in and kind of you have that long stressful day on the road, you can peek in and see your baby sleeping and nice and soothe at night. It almost is like taking a nice relaxation just to see that all is fine in your world back home when you're out there on the road.

DR. ELLIOT BERLIN, DC: I mean, that's super cool. You know, we're in Los Angeles and so we have a lot of clients who are in entertainment and sometimes they're just in totally different places for

months at a time and oftentimes different time zones. So it's even hard to connect, to talk or to interact with a baby. So this sounds incredible to be able to just get into the app and take a peek and stay connected. That's really special.

MARTY YURIK: Yeah, you can do both, right? Our app both allows the ability to view and it allows two way talk. So you can actually talk and converse with them as well.

DR. ELLIOT BERLIN, DC: Okay, that's another thing. When we had our first baby, I dreamed up two different things. And one was, there's got to be a way for some device to hold the bottle. And then the other one was, I wish when they start crying, I could say, Hey, we're coming. We're almost there. We're right here with you, so that we can sue them as soon as possible. But it wasn't available at the time.

MARTY YURIK: Yes, well, it is now. So the bottle one we don't have out yet, but we have control of right now.

DR. ELLIOT BERLIN, DC: Okay, fantastic. So you have several different options for monitoring and cameras. Let's talk about your nursery pal premium first.

MARTY YURIK: Yeah, what we're trying to do with this entire lineup, like I said earlier, is have something that grows with the family and each of some of these new products. We have some pretty cool ways to show how it does that the nursery pal premium, it's a camera that has what we call pan tilt zoom. So you can control the camera to go left right up down and really move around the room. Again, as the child grows, and they might not be just in the crib, you can go around and see where they are in the room. The period unit actually has a touch screen. So there's no buttons on it. You can just swipe your finger left right up down and move around the room. A parent unit is great because a lot of our users call it the babysitter cam, right? Because

MARTY YURIK: if you've got your Wi Fi app on your camera, you might not want to give the babysitter your password, you know, to get into the app and things like that. So you can just have a babysitter come over, use the parent unit and when they're in the house, they can see everything that's going on. So that's why most of our cameras do come with both the ability to be viewed over Wi Fi and with the parent unit. But the innovation that we really have with this product is that the nursery pal premium and deluxe touch screen actually can grow with your family in that it has baby content on it. So as it grows, we have loaded in puzzles, stories, lullabies that the child can use. So instead of handing your

MARTY YURIK: child your very expensive iPhone, they can actually play games and content right on the parent unit themselves. So it really becomes kind of a cool interactive toy for them to use as they grow. Yeah, not just the expensive iPhone, but also unfiltered sometimes. So I think we've all had that, right? You don't want to hand them your phone and have them either delete your fantasy football key player or accidentally call someone that you don't want to be calling in the middle of the night. So we do like that point that all of the baby content on these products is a completely closed system. All they can do is play with the content that's on it.

DR. ELLIOT BERLIN, DC: Very innovative. Okay. I don't know if this is the visual. I always need a visual, but that parent unit is totally

MARTY YURIK: portable. Yeah, most of them have a five inch screen and they can be moved around. They have long range that should carry most people throughout their entire home. And it is something that can be moved from room to room, upstairs, downstairs, as you're moving around

DR. ELLIOT BERLIN, DC: your home. Fantastic. Cause you mentioned earlier, two way communication. Can you talk

MARTY YURIK: through that? Absolutely. Yeah. The parent unit gives you a lot of information. It tells you the temperature in the room so you can know if the baby's safe. You can control the two way talk either through the parent unit or through your phone or your app, what it has there. And some of our other products also have night lights. You can control the night light through

DR. ELLIOT BERLIN, DC: either the parent unit or the app as well. Wow. Okay. So that's the nursery pal premium. Marty, you have new products coming out all the time and now you have the Eclipse Plus. How does that compare to the nursery pal? Yeah, the Eclipse Plus is brand new for 2022

MARTY YURIK: and it's our first entry into the smart soother category. Soothers are typically product that sit on your nightstand in your baby's room. They have lights, they have sound to soothe them throughout the night. A lot of them can be set up with sleep routines. So you can say at this time of the night, the light is on for 15 minutes and then it goes down and potentially goes out or can stay on all night. You can actually have wake to rise where it can come on a certain time in the morning when you want them to wake up. So there's a lot of cool elements that can be programmed into that through the app as well. What we like about the Eclipse Plus is that it not only has a seven color nightlight

MARTY YURIK: that illuminates the entire ring of the product there, but it also has a Bluetooth speaker. And that speaker can be played either a lot of content that we have loaded in our app that is graded for sing-along songs, soothing sounds like soothing waterfalls, things like that can all be played for whatever segment of time you'd like it to be on to try to get them to rest and go to sleep. The other part that we've added as innovation to this is that it's portable. So it charges on a stand, but if the child as they're growing wakes up in the middle of the night, they can actually lift it up and carry it like a little lantern, either to mom and dad's bed or to the bathroom or something like that, where it goes from there. And then

MARTY YURIK: lastly, again, with our overarching theme of having this grow with your family, you know, we think this is kind of a fun, cool enough product that this could be the Bluetooth speaker that a toddler or even a school student would have on their nightstand to kind of listen to music as they're studying and learning and things like that as well. So we're really excited to have a product like this come into our assortment because it is something that we know parents want and we know that's something that can help them through the different stages of

DR. ELLIOT BERLIN, DC: their child's life. I also love the portability because sometimes where they sleep at night time is not where they nap. And this sounds like a great product for any time there

MARTY YURIK: is crib time or bedtime. Yeah, we think they'll have a lot of fun with that. And the other thing that we have on this, just like all of our other ones in our theme to be connected, we also have a message relay system where, again, if they want to connect with one of their parents, they can

push a button on it, leave a message for mom or dad. And then when the mom and dad hear it through the app, they can record a message back and send it back to their child. So again, really trying to find some

DR. ELLIOT BERLIN, DC: innovative ways for families to stay connected. I'd love to play phone tag with a toddler. So that's the Nursery Pal Dual Vision? Yep, that's this guy. Okay. Is that also new? Brand new for 2022. Yeah. Okay. Another new product for 2022 that you are coming out with is the Nursery Pal Dual Vision camera. What is that? Yeah, dual vision is a great concept that we have

MARTY YURIK: patented technology that's coming to the market for the first time. And dual vision is actually two 1080p cameras built into one unit. So what you have with that is one camera that gives you kind of a wide scale view of the room that it's in, and one camera that can zoom in really tight on a specific target within the room, whether that be a child or a pet or something like that. So this literally is our first camera that gives you a wide scale view of everything that's going on in the nursery.

DR. ELLIOT BERLIN, DC: Wow. It's like a whole production crew in one unit.

MARTY YURIK: Yeah. Just wait. There's even more to that as well, because the camera on the bottom actually has what we call AI object tracking. So you can actually lock that into something in the room, whether it be a toddler taking their first steps or a dog running circles around the room. And the camera will actually track and automatically move and show you what's going on with that object. So like I said, very fun times in baby tech where we're bringing some space-age technology into your nursery. I mean, I want to join your product development team. Yeah, they have a lot of fun.

DR. ELLIOT BERLIN, DC: It sounds like total fun. Like you don't have to grow up fully. That is always the goal. Okay. So when you go to hubbleconnected.com and you start to look around, all the products are like, wow, this is amazing. I want this, but there's a bunch of them. How does someone determine which is the right

MARTY YURIK: product or camera for them? Yeah, what we try to do is offer a variety of features and features and price points that can be right for anyone that we're looking. There might be some people that just want a very standard camera that they can sit in the corner. They can see what's going on in that room at all times. We have options like that. We have other ones that want to have cameras that as you step up features with the hand tilt zoom, so the camera can be controlled to move around left, right, up, down in different parts of the room like that. That's another need that some parents have. We have other ones that come with a. mount some parents like to have that bird's eye view or actually mounts and it looks down like an

MARTY YURIK: eye in the sky directly what's happening in the crib at all times and we have products that have that as well so I think it really is you know the parent should just kind of take back take a step of their nursery how they want to watch over it and where they go from there and like I said there are other times where parents may want two or three cameras because they want to see what's going on in a baby's room a sibling's room in the playroom and we have other ones that come in multiple sets so you can have multiple cameras throughout your house to see

DR. ELLIOT BERLIN, DC: what's going on with them. Fantastic so when it comes to cameras and baby monitoring you have lots of choices for different needs you definitely seem like a company that takes feedback seriously what kind of feedback have you received from customers and are there like fan favorite

MARTY YURIK: features? Yeah that's an excellent question right I think a lot of the feedback we've got with some of these new products out there is that a lot of them like that 24 hour recording because that allows you to really see what's happening as parents are trying to figure out why their baby's waking up in the middle of the night is it because all five of the nooks that you put in that crib with them have all been thrown to the floor are they scooching to the corner and doing that you can see all of that it'll give you snippets of a recording so you can see what happened throughout the night a lot of people like the personalized recording the fact that you can create a message and then relay that to your child

MARTY YURIK: over and over and over again if they like that routine and I would say the third category that we always get feedback in is how can I get my baby to sleep better you know sleep training is something that every parent of a newborn wants to have and a lot of the products we've incorporated night lights that have routines in them certain times when it goes off and on and they find that having that routine at bedtime with a nightlight regiment can be something that can help their child get into a great sleep routine. You have an incredible

DR. ELLIOT BERLIN, DC: product lineup for cameras and monitors before we go to break one question that pops into my head and I think other parents is when you have these wireless devices they're very good at giving you peace of mind and also safety in terms of being able to track and communicate with your child but once it's wireless does that come with some sort of security protection or like encryption so that it's just you watching? Yeah that's an excellent question

MARTY YURIK: especially for today's times and I'm happy to report that all of our signals are encrypted all of our servers are based right here in the United States and if you want to get really technical my tech guys tell me that we are ISO 27001 certified which is one of the highest certifications you can have for the quality of your signal so we take that very seriously we have a whole team dedicated to making sure that all of our connections are safe and secure.

DR. ELLIOT BERLIN, DC: Amazing in addition to this lineup of cameras and baby monitors you also have some other very cool innovative tech products for babies I can't wait to hear about them in the next segment we'll be right back. Welcome back to the informed pregnancy podcast we're talking to Marty Jurig from Hubble Connected and in addition to the innovative cameras and monitors and baby suitor we also have some other innovative products let's talk about your

MARTY YURIK: smart baby scale. Yeah thanks Dr. Berlin what we've tried to do here really is have our team think about what would I like to have in a nursery that can tie into baby tech to make sure that my nursery and my baby is safe while they're in that environment so let me take you through what we have and if you have any other ideas we're happy to take them from you as well but the first one we have is a smart bluetooth baby scale and this product really came to be a lot more prominent with what's going on in the world today a lot of people are doing more and more virtual doctor visits and what we heard from moms was that before my visit it's no fun to have to weigh myself pick up the

baby weigh myself in the

MARTY YURIK: baby do the math and then tell the doctor how much my baby weighs today what our smart baby scale does is that it's a scale you can place your baby on it and it automatically transmits your baby's weight directly to your app and then it graphs it over time so not only can you go when you have that virtual doctor visit or if you have an in-person doctor visit you can not only see what your baby's weight is on that day you can show them how that baby weight has progressed over time and then the other piece we've added is we also have a feeding module so if you feed a baby a four ounce bottle and they drink it all you know they ate four ounces but what this has a tool where you can weigh the baby before you

MARTY YURIK: nurse them you can nurse them put them back on the scale and it'll tell you how their weight changed in that time period there as well so really trying to use technology to help you

DR. ELLIOT BERLIN, DC: on your journey yeah for nursing parents they oftentimes really don't know how much the baby is getting and the lactation professionals always recommend that they weigh the baby before and after but it's really hard to do sometimes so i see moms like have to get on the scale with a baby take a measurement and then feed the baby and get on the scale with a baby again this sounds a lot more convenient that's a lot of work we're trying to eliminate that from the process and it's bluetooth which is great you don't have to

MARTY YURIK: connect anything yeah exactly it'll talk right to the app no cables yeah

DR. ELLIOT BERLIN, DC: The one that strikes me, if you're looking for a new product for adults, I want the home Bluetooth colonoscopy. Is that impossible?

MARTY YURIK: No, we're not going to go into that quite yet.

DR. ELLIOT BERLIN, DC: All right. So in addition to the smart baby scale, you have other products. You have the five and one humidifier. What's five things that a humidifier would have. Yeah.

MARTY YURIK: Oh, we tried to do right is have this kind of be a Swiss army knife product that could be sitting on your baby's nightstand. So not only does it have a humidifier, it has a nightlight built into it. So you can have a nightlight that can soothe them during the night. It has the ability to have aroma therapy in it. And then there are certain sense that are, you know, lavender is suggested for sleeping orange is suggested to be alert. So you can actually try to put a different sense in the room when you're ready to do that. And then it has a Bluetooth speaker. So you can play melodies from your phone directly to that speaker. And it has a digital clock. So, you know, if it's two 30 in the morning and you're feeding them

MARTY YURIK: that you fed them at two 30 in the morning.

DR. ELLIOT BERLIN, DC: Oh, wow. Does the humidifier interact with your phone?

MARTY YURIK: Yeah, you can use it to play any of your favorite songs. Lullabies, kids rock songs for them. As long as your phone's connected to the humidifier, you can tie into Spotify, Amazon music, whatever song list you'd like.

DR. ELLIOT BERLIN, DC: OK, obviously a boatload of innovation in these products. And you also have an air purifier. Tell me about that.

MARTY YURIK: Yeah, we're trying to really give parents tools to have their nursery in an optimal environment in a couple of different ways, one of which is the humidity level. The second one is with the air quality level. So we have an air purifier that is built in with the help of filter. That can help you assure that the air is clean and filtered within that baby's room. And then just because it's a nursery, we put a couple of those other features in it as well. And it also has a nightlight and a Bluetooth speaker built into that as well. So if you want to use it to provide some soothing nightlight or soothing sound, you can do both of those with the same product.

DR. ELLIOT BERLIN, DC: It's an incredible collection of products that I again wish was available when I was a parent. But at least I know it'll be there when my kids have kids. And I'm sure then you'll have even cooler products. Are there new things in the pipeline?

MARTY YURIK: Yeah, you know, we're always trying to think of new things that we can have. The Eclipse Plus and the dual vision are ones that we have for the first half of the year. And we've got some other ones coming out in the second half of the year. And twenty twenty three. Hard to believe we're even saying twenty twenty three right now. But I'd be happy to come back and join your podcast and share about some of the innovations we have there. And we will also keep taking your ideas and your advice on what we can build out as well.

DR. ELLIOT BERLIN, DC: Awesome. Thank you. Thank you for making these incredible products and for coming on to explain how they work and how the tech has evolved with taking care of babies and keeping families safe, healthy and connected. Where can we find you guys online?

MARTY YURIK: You can find us at Hubble Connected dot com. You can find our whole suite of products as well as more information on every single one of them right there.

DR. ELLIOT BERLIN, DC: All right. Hubble Connected and the app is called Hubble Club. Hubble Club, Hubble Connected and Hubble Club. All right. Very excited to see what you guys come up with next. Again, thank you for joining us, Marty from Hubble Connected. And at home, thanks for listening to the Informed Pregnancy Podcast. If you'd like to connect with us, you can always find us online at Dr. Berlin, that's D-O-C-T-O-R-B-E-R-L-I-N.

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