



Active Monitoring to Ensure Children's Safety in the Home

Dubai, UAE – 28 November, 2014

World's first active monitoring company launches in Dubai

SnapSights, an active monitoring service for working parents began operations in Dubai today, the first of its kind in the world. The company installs a network of technologically advanced cameras around clients' homes, cameras which are actively monitored by a qualified all-female operations team while parents are at work.

“Many parents today do not have the luxury to stay at home with their children and the reality is a lot of children are in the care of maids and nannies”, said Basak Sen Sasal, Co-Founder and General Manager of SnapSights. The company is officially certified by the Dubai Police, Department of Protective Systems. “We are here to provide working parents with security, knowing their children are always safe under our watchful eyes while they are busy working and providing for their children’s future”.

The advent of SnapSights comes at a time when an increasing number of worrisome reports in the news has parents concerned about the safety of their children when left at home with caregivers. A high-tech solution, SnapSights charges a monthly fee to provide parents with real-time monitoring and instant alerts on an encrypted platform designed to protect the privacy of the home, whilst allowing users to view live video feeds on their smartphones, tablets and computers.

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[Note to Editors:](#)

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About SnapSights

SnapSights is an innovative, fast growing business that has been introduced to provide working parents with comprehensive child monitoring and remote supervision services. Being the world's first service provider of its kind, SnapSights offers clients complete peace of mind that their child is safe in the hands of a nanny even when they're not physically present.

In order to be able to monitor its clients' child SnapSights uses a high-end camera system and state-of-the-art technical equipment that provide maximum data protection through the use of encryption. This enables its highly qualified, motivated and trustworthy female monitoring team to watch over their clients' child and caregiver via a secure live streaming website.

SnapSights ensures that all client-related information is kept a 100% safe and private; and is fully certified by the Dubai Police, Department of Protective Systems.

For more information please visit www.snapsights.ae.

About Al Tamimi Investments

Al Tamimi Investments (ATI) is a diversified Dubai-based holding company with an extensive investment portfolio of successful businesses and partnerships that operate across the Arabian Gulf, the wider Middle East region and the United States of America. ATI is a dynamic company with a range of significant competencies, including Development Properties, Early Education, F&B, Healthcare, Retail and Support Services.

CSR and Social entrepreneurship are a key focus for ATI. As an impact investing company, ATI ranks social benefits and environmental sustainability as high as financial profit, in turn offering a unique answer to the problem of sustainability. Al Tamimi Investments fosters mutually beneficial and long-term partnerships with other strategically focused companies and institutions, with a primary intention of creating a measurable social impact, with the potential for financial upside.

Established in 2006, ATI's focus is on maximising each business opportunity that is presented to it, and creating mutually beneficial partnerships with like-minded companies and entrepreneurs, both in the Middle East and around the world. ATI works with its partners to create long-term business relationships, utilising their expertise, professionalism and networks. ATI also adopts an active, personal and dynamic approach in managing its business portfolio, and in this sense transfers its expertise, resources and practices to each business. Collectively, ATI companies generate over 2,500 jobs within the UAE.

For more information, please visit www.tamimiinvestments.com.