

## MEDIA RELEASE

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### Uniden Adds Three New Baby Monitors to Award-Winning BabyWatch Range

Uniden has introduced three new models to its award-winning BabyWatch baby monitor range, offering parents a variety of high-tech features at an affordable price point, to keep an eye on newborns and toddlers from anywhere around the home. The three new additions to the Uniden BabyWatch range have been created with the budget conscious consumer front of mind. The entry to mid-level range of products maintain Uniden's high-quality standards, while also focusing on cost of living, ensuring nursery essentials are accessible for more families.



The Uniden BabyWatch BW2511, BW3531 and W4501 all have a colour screen which gives parents better visibility, helping to monitor the safety of sleeping baby or kids playing with an exceptionally user-friendly, high quality digital encrypted monitoring system. The range has a special Night Vision feature, providing clear vision without the need for the room light to be turned on. The 2-Way Talk Function allows parents to speak through the monitor to the camera where the baby is located to calm them remotely from the next room.

According to Brad Hales, National Marketing Communications Manager for Uniden, the new offering complements the wider award-winning BabyWatch range. "We developed these new products keeping in mind the financial pressures Australians are under, while still providing all the favourite baby monitor features in an affordable package. We know that young families are seeking reliable products from trusted brands and believe these new additions, starting at under \$100, really open up the category to a wider group of parents and carers."

The Uniden **BW2511 2.8" Baby Monitor** features:

- 2.8" Colour Screen
- Temperature Display
- Night Vision
- Six Lullabies
- 2-Way Talk
- Time Task Function
- Sound Detection
- Camera Rotating Stand



**RRP \$99.95**

The Uniden **BW3531 4.3" Baby Monitor with Pan & Tilt Camera** features:

- 4.3" Colour Screen
- Pan & Tilt Camera
- Temperature Display
- Night Light
- Night Vision
- Eight Lullabies including White Noise
- 2-Way Talk
- Time Task Function
- Sound Detection



**RRP \$159.95**

The Uniden **BW4501 4.3" Baby Monitor and Clamp Camera** features:

- 4.3" Colour Screen
- FULL HD (1080P) Clamp Camera
- Portability with Battery Backup
- 4 X Local Digital Zoom
- Room Temperature Display
- Room Humidity Display
- Selection of 4 Lullabies
- 2-Way Talk "Walkie Function"
- Ability to Record to SD Card
- Sound and Motion Alert
- Night Vision



**BW4501 – RRP \$229.95**

Stocklists: Big W, JB HI-Fi and leading baby product retailers.

For more information on the Uniden baby monitor range visit [www.uniden.com.au](http://www.uniden.com.au)