



Robotic Swing Hits Shelves Across the Country

Powered by advanced robotics and intelligence, 4moms® rockaRoo™ flips the traditional infant swing on its head

PITTSBURGH, Penn. – Jan. 29, 2014 – [4moms®](#), a special-purpose robotics company with a flair for design, announced today that the [4moms rockaRoo™](#) infant seat is now available for purchase at retailers around the country. Shaking up the stagnant juvenile products industry since 2006, 4moms applies advanced robotics and intelligence to baby gear that hasn't changed in decades.

Unique to the space, the 4moms rockaRoo flips the traditional infant swing on its head – literally – with the pivot at the base. By placing the pivot point underneath the seat, the 4moms rockaRoo maximizes a baby's motion sensation while delivering a 70 percent smaller footprint and overall size compared to traditional swings.

The 4moms rockaRoo features advanced robotics and intelligence, including the drive train that utilizes a small cord made from the world's strongest fiber, Ultra-High-Molecular-Weight Polyethylene (UHMWPE) (a 1¼-inch rope can support more than four tons). This cord is critical because of its small size-to-strength ratio, which makes the drive train incredibly quiet and enables baby to move and interact with the seat independent of the mechanics. Additionally, the 4moms rockaRoo's motion-control software uses an array of sensors to continuously check the seat position and processes this information at a rate of tens of thousands of calculations per second. The software responds to the motion in real time, causing every "rock" to be completely unique.

"4moms was born out of a need to innovate an industry covered in cobwebs," said Rob Daley, CEO of 4moms. "Technology and innovation must deliver on real insights and address unmet consumer needs. Today's parents value products that are intuitive, gorgeous and make their lives better."

Based in Pittsburgh, 4moms employs industrial designers, robotics engineers (including co-founder Henry Thorne, the inventor of the personal robot Cye) and experts in rapid prototyping, 3D printing and open workflow. Since inception, 4moms has launched the 4moms [mamaRoo](#) infant seat that mimics human movements; the 4moms [origami](#) power-folding stroller that folds and unfolds at the touch of a button; and the 4moms [breeze](#) playard that opens and closes in

one step. In 2014, 4moms will launch the world's very first robotic car seat that installs itself.

The 4moms rockaRoo, which also features five speeds and an mp3 player hookup, is now available at Babies R Us, buybuybaby and Target, and retails for \$159.99 for the Classic and \$179.99 for the Plush model. For more information on the infant swing, visit 4moms.com, and check out the product video at www.youtube.com/user/4moms/videos.

About 4moms4moms® designs and develops dramatically better baby products, including the 4moms mamaRoo® infant seat, the 4moms breeze® playard, the 4moms origami® stroller and the 4moms rockaRoo™ infant swing. Better for baby and easier for parents, 4moms has redefined the baby gear industry through the use of advanced robotics.

