

The First Years True Fit IAlert Car Seat

November 22, 2013 [Margi Blash](#), [LA Red Carpet Examiner](#)



If you are like me, my smart phone is not just a phone. It's literally my brain. Constantly reminding me of appointments, errands and organizing my endless lists of to dos. So, it's not surprising that someone finely created a system that will work with your smart phone to let you know if your car seat isn't correct.

A new car seat from TOMY International will revolutionize the way parents and caregivers think about automobile [safety](#) for babies and toddlers is now available for consumers to purchase. TOMY's The First Years brand is producing the first mobile-synched car seat, featuring an integrated innovative monitoring system designed to alert parents of unsafe and potentially life-threatening situations. The First Years True Fit IAlert Convertible Car Seat (for use from 5 to 65 lbs.) monitors a child in the car seat

and notifies parents or caregivers with an alert via their Smartphones if:

- A child moves out of the car seat while the vehicle is in motion
- A child is left in the car seat when the vehicle is not in motion
- Assists in achieving the correct angle for rear-facing installation
- Reminds caregivers to buckle up their child
- Displays the temperature in the back seat of the car

Each year, thousands of infants and children are killed or injured in motor vehicles, many of those fatalities as a result of an improperly installed car seat or a child who is improperly restrained while the vehicle is in motion. In addition, heatstroke is the leading cause of non-crash, vehicle related deaths for children, with 33 fatalities in 2012 and many other illnesses occurring after children were unintentionally left in cars, according to KidsAndCars.org. Unfortunately, until now, parents and caregivers have only been aware of these life-threatening situations after a close call or tragedy has occurred.

TOMY recently stated "At TOMY, our mission is to help parents and caregivers keep kids safe by making innovative high quality products that are easy to use and install. To that end, the new The First Years True Fit IAlert Convertible Car Seat has built-in features and functions that take some of the guesswork out of using infant gear properly," says Greg Kilrea, President and Chief Executive Officer of TOMY International. "The advanced Smartphone-synched technology integrated into The First Years True Fit IAlert Convertible Car Seat helps provide parents with additional peace of mind, which is central to our Company mission. It is critically important to TOMY that we take a leadership position in advancing the overall safety of children in motor vehicles."

"All new parents need to learn how to keep their child safe in and around vehicles. KidsAndCars.org believes the solution to preventing tragedies is education along with technology in case the driver's memory fails," says Janette Fennell, President and Founder of KidsAndCars.org. "When parents follow our simple 'Look Before You Lock' program safety tips such as never leaving their child alone in the car and always opening the back door once they arrive at their destination, they are taking life-saving steps to protect their children."

The IAlert Convertible Car Seat application, produced in partnership with St. Louis, Mo.-based CARS-N-KIDS LLC, is compatible with iPhone and Android devices, and is currently available to consumers. Once the app has been installed and synched, the app provides an audio and a visual alert on the user's Smartphone when a monitored issue occurs, so that parents or caregivers can pull over to a safe location and check the situation. The system can also be configured to send a text message to other family members or caregivers in the event of an unsafe situation.

The First Years True Fit IAlert Convertible Car Seat, which retails for \$349.99, is now available exclusively on [Amazon.com](#).

We haven't personally tested this product so we can't give our seal of approval but hope to in the next few months. It sounds interesting and if really works it'll help parents out those days when life gets a little crazy and your working on very little sleep.

Everyone needs another brain. Why not let an app help keep your most precious cargo as safe as can be. Now if someone can just remind me when I leave my coffee on the roof.

<http://www.examiner.com/article/the-first-years-true-fit-ialert-car-seat>