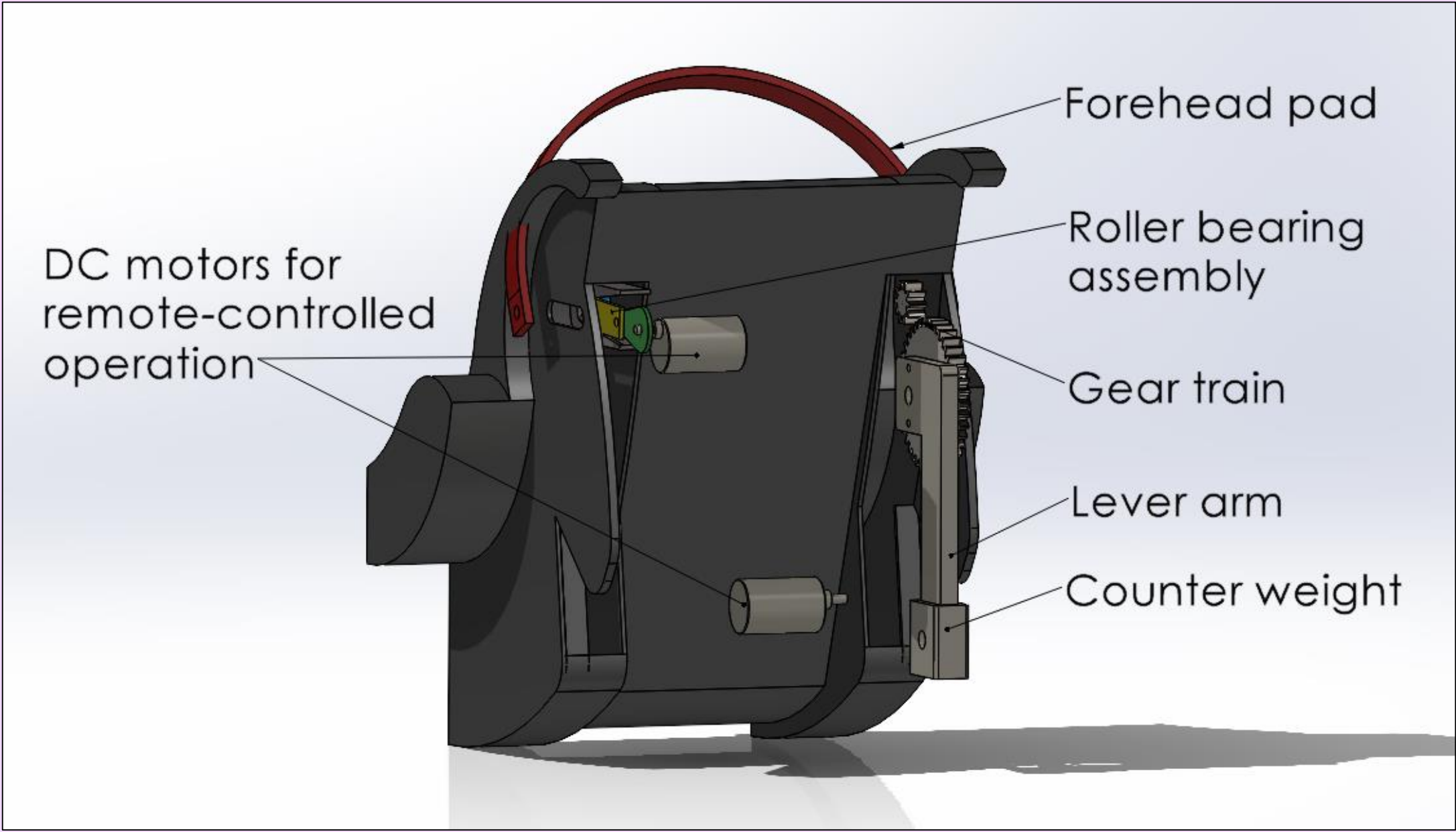




La-Z-Baby is a modern-day car seat that provides additional head and neck support for any child as they fall asleep in the car. With brake-detecting technology, La-Z-Baby can come to the rescue in the event of any sudden accident or collision.



Target Market: 22.9 Million
Parents/Guardians
Percent Capture: 5%
MRSP: \$500.00
Cumulative Sales after 3 Years:
\$6.3 million



Feature	Function	Benefit
Motors	Raises and lowers the overhead strap, and tightens the strap to the forehead	Provides adjustability and eliminates the need to reach in the back seat
Removable Foam Padded Strap	Covers the forehead when lowered	Protects the child in an accident and supports the head
Washable Cover	Can be removed from the strap and is machine washable	Easily cleanable
Counterweight	In the event of a sudden accident, the strap will automatically engage	Works even if the parent is not paying attention/no need for parent to constantly check mirror
Controller	Remotely raises and lowers the forehead strap	No need to reach back and manually push strap down

Inventors:
Famara Dieme
Marco Guimaraes
Jasmine Jones
Alejandra Salazar
Ana Salazar