

Baby Manager Web and Mobile Now Available

We are excited to announce the availability of [Baby Manager Web and Mobile!](#) Scroll down to read an inspiring testimonial and two press releases. [Microsoft Corp.](#) is quoted in both releases! Please tell your friends, family, and business contacts about us and direct them [HERE](#)



We've gone through HOW many diapers?!



to view this announcement on the web. We rely heavily on word-of-mouth referrals!

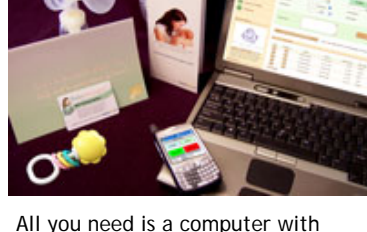
Baby Manager makes a great baby shower gift. You can send beautifully designed gift cards with holders anywhere in the U.S. or you can send an email gift subscription to anyone anywhere in the world! We look forward to hearing from you.

What People Are Saying

Babble Soft Introduces Web and Mobile Software to Ensure the Health of New Babies
Babble Soft and Cressanda Solutions Build Baby Manager Web and Mobile Applications

What People Are Saying (More Testimonials...)

My wife and I are missionaries in Bolivia. Our first child was born here while our extended family was in the U.S. On our own for child care, we found that waking up every few hours to feed and change the baby was challenging.



All you need is a computer with access to the Internet

Since we wanted to put our baby on a schedule, we decided it was best to take shifts at night. My wife took care of him from 11 p.m. until 3 a.m., and I took care of him from 3 a.m. until about 10 a.m. We shared responsibilities during the daytime.

We learned quickly that it was not helpful for me to get up with the baby at 3 a.m. only to have to wake up my wife and ask her when he was last fed. When we downloaded Baby Manager for Pocket PC, it transformed childcare in our home.

First, we no longer needed to bother the other person with questions about diaper changes, bottle feedings, and breast feedings. It was all there. Second, since my wife breastfed our baby and pumped, Baby Manager provided an easy way to ensure she was "keeping up" with the baby by pumping as much milk as he needed. Finally, not only did we have the answers to our pediatrician's questions, she was actually impressed with the level of detail and information we had from the reports on bottle feedings, breast feedings, diaper changes, etc.

Baby Manager helped us get through the first difficult months of child care. We needed to develop the good habit of recording important information about our baby, and Baby Manager helped us do that. In turn, it helped me and my wife to communicate better about baby care. It is the best solution for a single parent, or for a family with multiple caretakers, who need to collaborate and share this vital information.

We are now expecting our second child and are excited that we can count on Baby Manager to help from day one!

-J. Eggen (<http://eggens.blogspot.com>)
 La Paz, Bolivia

Babble Soft Introduces Web and Mobile Software to Ensure the Health of New Babies

ANTHONY BARNUM PR:
 Phil West
 512.945.7493
phil@anthonybarnum.com

BABBLE SOFT:
 Aruni Gunasegaram
 512.799.8789
aruni@babblesoft.com

Babble Soft Introduces Web and Mobile Software to Ensure the Health of New Babies (AUSTIN, TX - March 5, 2007) - Babble Soft has announced the launch of its Baby Manager Web and Mobile software. Helping parents keep up with breastfeeding, pumping, bottle feeding, medicine doses, and diaper changes, Baby Manager keeps families connected and focused on the health and well-being of their newborns. Family members, caregivers, friends, or health care professionals anywhere in the world can log on to watch the growth and development of baby. Users can even share pictures and exchange notes.

When babies are born they become the true managers of our lives . . . especially the first several months after they enter our hearts and homes! Baby Manager is a software application, with Web and mobile options, designed to help parents figure out their baby's patterns and cues to ensure his health and happiness. No more wondering: "When did baby last eat?" "When did mom last pump or breastfeed?" or "When did baby have his last dose of medicine?" Caregivers can quickly look up the last time baby ate, took medicine, or had her diaper changed to determine whether she might be hungry, tired, need another dose of medicine, or just wants to be held.



Mobile Reports

What's more, for busy breastfeeding moms, keeping track of pumping and medicine intake helps with the management of stored breast milk. Also, when asked, "What did you do all day?" breastfeeding moms can proudly and confidently show a report online, on a mobile device, or on paper the time they spent feeding their baby which can range from 3 to 6 hours per day (i.e., 20 to 40 hours per week!) depending on the baby and the mom. The application summarizes the data in easy-to-read graphs and reports that can be printed out to show friends, family members, or health care professionals.



Here's to the health of your new baby and to your peace of mind...

Babble Soft's president, Aruni Gunasegaram, a serial entrepreneur and mother of two, explains, "What's advantageous about Baby Manager Web is not only its ability to help parents easily keep up with the basic information required by most pediatricians in the first months of a baby's life, but also its ability to keep families connected."

"The Windows Mobile platform allows people to customize their devices to meet their individual needs," said John Dietz, group product manager for Mobile and Embedded Devices, Microsoft Corp. "Applications like Baby Manager Mobile continue to expand the ways people can manage both their workstyle and lifestyle all on one device."

TECHNICAL REQUIREMENTS: Baby Manager requires a high-speed, broadband connection to the Internet and runs on the latest web browsers. In addition, the application also syncs seamlessly with Baby Manager Mobile running on Microsoft Windows Mobile 2003 Second Edition software for Pocket PCs and Smartphones, Windows Mobile 5.0-powered Pocket PC devices (e.g., Palm Treo 700w) as well as with Windows Mobile 5.0-based Smartphones (e.g., Motorola Q). If you don't have a mobile device, Babble Soft provides custom forms to place by the diaper changing station or in the kitchen to jot down the appropriate information to enter into the web application when convenient.

About Babble Soft, LLC

Babble Soft creates brain-saving software solutions to help families stay connected and help parents ensure that new babies get what they need, thereby making the transition into parenthood a little easier. To purchase Baby Manager or to activate a Free Trial, please visit www.babblesoft.com or www.babymanager.com.

In addition to selling subscriptions directly through its website, Babble Soft also negotiates discounts with technology companies. Currently, Babble Soft has employee discount programs established with Microsoft, Freescale, Motorola, and Qualcomm. Babble Soft also donates subscriptions to Neonatal Intensive Care Units (NICUs).

###

All product and company names herein are trademarks of their respective owners.

Babble Soft and Cressanda Solutions Develop Baby Manager Web and Mobile Applications

ANTHONYBARNUM PR:
 Phil West
 512.945.7493
phil@anthonybarnum.com

CRESSANDA:
 Sandeep Talwar
 +91.120.4396666 x 678
sandeep@cressanda.com

BABBLE SOFT:
 Aruni Gunasegaram
 512.799.8789
aruni@babblesoft.com

Babble Soft and Cressanda Solutions Develop Baby Manager Web and Mobile Applications (AUSTIN, TX - March 5, 2007) - Babble Soft, a leading supplier of software solutions in the baby market, has partnered with software development company Cressanda for the creation and deployment of Baby Manager Web and Mobile applications.



Babble Soft On The Go!

Helping parents keep up with breastfeeding, pumping, bottle feeding, medicine doses, and diaper changes, Baby Manager keeps families connected and focused on the health and well-being of their newborns. Family members, caregivers, friends, or health care professionals anywhere in the world can log on to watch the growth and development of baby. Users can even share pictures and exchange notes.

Babble Soft's president, Aruni Gunasegaram, states, "We chose Cressanda as our development partner because of the extensive technological experience they had and their ability to work with us during the creative process. They helped us design the user interface, develop the web application, develop an admin console, integrate our e-commerce engine to our new application, and develop our mobile application. They used some of the most cutting-edge technology available to build our solution including the Microsoft .NET Framework 2.0, .NET Compact Framework 2.0, ASP.NET 2.0, ASP.NET AJAX, Microsoft SQL Server 2005, and SQL Server Compact Edition."

Gunasegaram adds, "We have been extremely pleased with the work they have done as well as with their ongoing support. Despite being located in India, they always do their best to work on our time zone! They are 100% dedicated to the success of their customer."

Cressanda's deputy managing director, Sandeep Talwar, states, "We were excited about the opportunity to work with Babble Soft on their Baby Manager application. We successfully demonstrated not only our technological capabilities but also our creative skills and our dedication to customer service. We feel that more and more businesses will be creating applications for the web that will require a mobile application extension. We are well-positioned to be the development partner for any size business to help them make the transition to a Web 2.0 product as smooth as possible."

Microsoft's director of mobility for the emerging business team, Sanjiv Parikh, states, "We are pleased that Babble Soft chose to use Microsoft technology to implement their end-to-end web to mobile solution. We firmly believe that mobile applications that help make people's lives easier are the wave of the future."

TECHNICAL REQUIREMENTS: Baby Manager requires a high-speed, broadband connection to the Internet and runs on the latest web browsers. In addition, the application also syncs seamlessly with Baby Manager Mobile, running on Microsoft Windows Mobile 2003 Second Edition software for Pocket PCs and Smartphones, Windows Mobile 5.0-powered Pocket PC devices (e.g., Palm Treo 700w) as well as with Windows Mobile 5.0-based Smartphones (e.g., Motorola Q).

About Cressanda Solutions, Inc.

Cressanda Solutions, Inc. helps companies acquire an edge using information technology. Cressanda's solutions, ranging from software services and digital media to IT-enabled offerings, are geared to help companies arm themselves with an operational, marketing, and strategic edge over their competition.

Since inception, Cressanda has relentlessly sought out better ways to utilize their onsite-offshore development methodology to deliver business value from technology. Cressanda strives to gain a deep understanding of a client's industry, customers, partners, and competitors through software research and development. Armed with this holistic knowledge, Cressanda imbibes creativity and breakthrough thinking in our software business applications and Information Technology consultancy services, helping clients gain a leadership position. For additional information please visit www.cressanda.com.

About Babble Soft, LLC

Babble Soft creates brain-saving software solutions to help families stay connected and help parents ensure that new babies get what they need, thereby making the transition into parenthood a little easier. To purchase Baby Manager or to activate a Free Trial, please visit www.babblesoft.com or www.babymanager.com.

In addition to selling subscriptions directly through its website, Babble Soft also negotiates discounts with technology companies. Currently, Babble Soft has employee discount programs established with Microsoft, Freescale, Motorola, and Qualcomm. Babble Soft also donates subscriptions to Neonatal Intensive Care Units (NICUs).

###

All product and company names herein are trademarks of their respective owners.

To remove your name from our mailing list, please reply to this email and type Remove in the subject line or body of your reply.

Questions or comments? Email us at info@babblesoft.com.