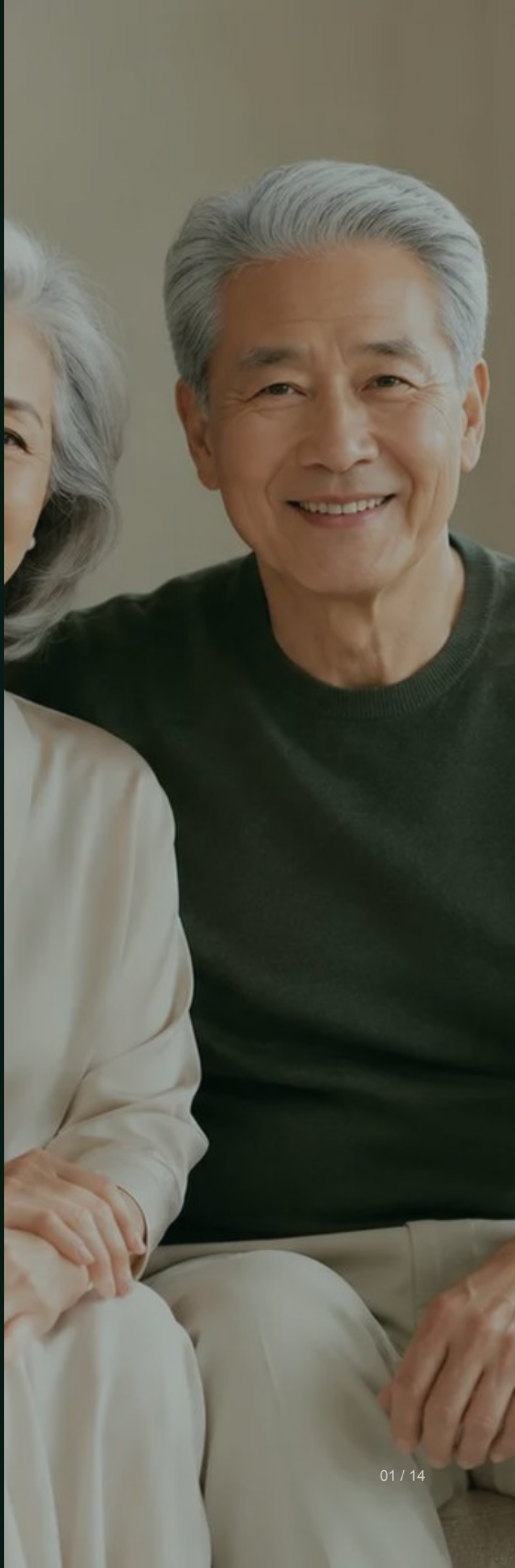
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PARTNERSHIP BRIEF

Technology and lifestyle for ageing families

A partnership brief for public, institutional, research and clinical partners



Support everyday life for older adults.
Help families stay connected.

02 · BRAND FOUNDATION

One master brand, expressed in Chinese and as BEIIU

The Chinese name carries family meaning and protection; the English name supports products, design and global communication.

辈佑

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The first character speaks to older generations and family relationships. **The second character** means protection, reassurance and companionship.

01

Chinese master brand

A natural expression of family relationships and respect.

02

English brand

For technology products, digital platforms and global communication.

03

Core domain

BEIIU.COM

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03 · FAMILY CONNECTION

Designed around older adults and the families who care

The user, buyer, observer and responder are often different people.



Family care is not about sending more data to relatives. It is about delivering necessary information to someone able to act.

01

Older adults

Respect routines, privacy and personal choice.

02

Family

Receive a small amount of clear, actionable information.

03

Professional support

Join the response and service process when needed.

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04 · REAL NEEDS

Start with concrete problems in everyday life

A useful age-tech product first explains who needs help, in what setting and why.

01

Care across distance

Knowing when contact or help may be needed when family live elsewhere.

02

Night-time safety

Bed exit, falls, bathroom stays and environmental events need different responses.

03

Medication and routines

Reminders must be clear without creating duplicate, missed or unnecessary alerts.

04

Device status

Offline, low-battery and fault states must also be visible.



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05 · SCENARIO SOLUTIONS

Organise products and services around real settings

The same device carries different responsibilities in a private home, remote family care or an institution.



01

Living alone

Unusual inactivity, missed contact and night-time events.

02

Remote family care

Status, alerts and family handover.

03

Cognitive impairment

Location, boundaries and graded notification.

04

Institutional care

Rooms, care reminders and device management.

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06 · GUARDIAN LOGIC

Sensing must lead to judgement, notification and response

Detecting a change is only the beginning; the information must reach someone who can act.

01

Sense

Movement, environment and device status

02

Interpret

Use context to set priority

03

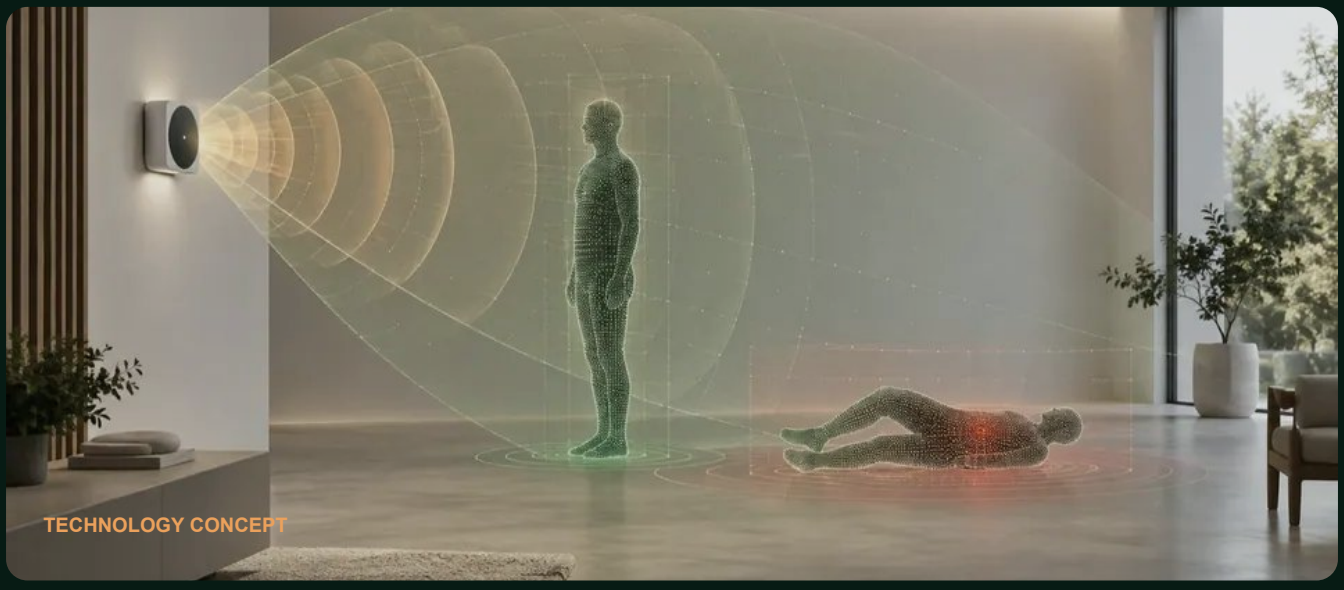
Notify

Limited, clear and understandable

04

Respond

Confirm, hand over, escalate and review



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07 · PRODUCT DIRECTIONS

Product directions support one family-care logic

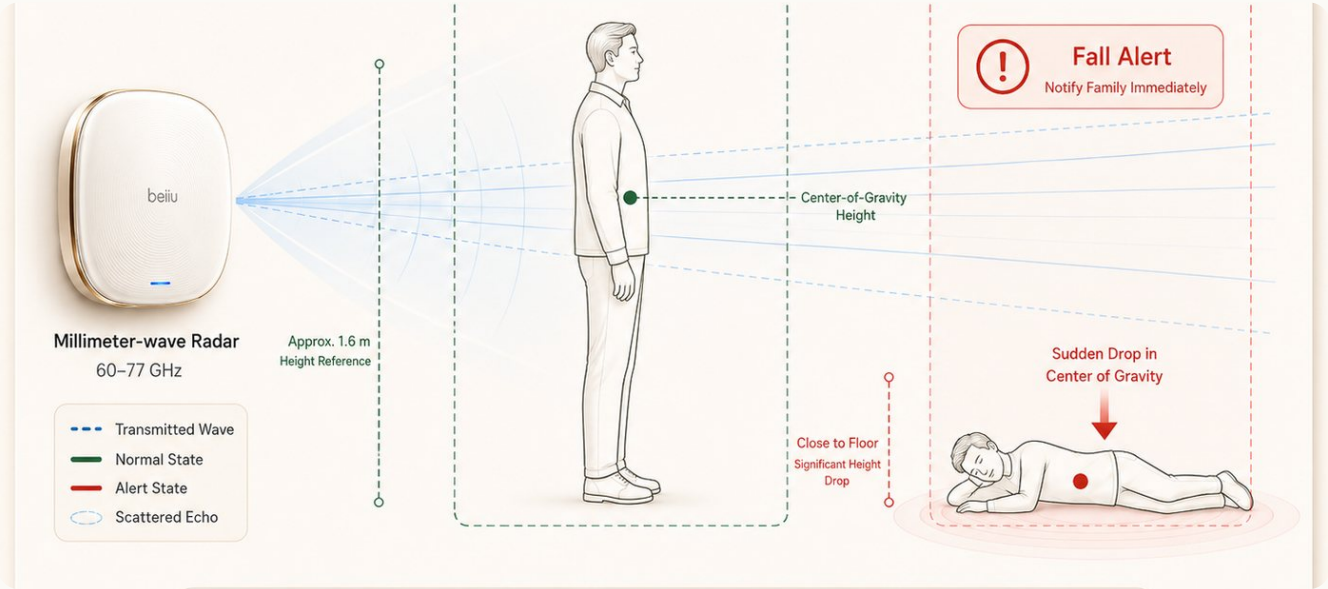
Different forms serve different tasks; models, functions, timing and pricing are confirmed only through formal release.



01	**Wearables**	Location, active calls for help and everyday status.
02	**Medication and routines**	Connect reminders, confirmation and family updates.
03	**Environmental sensing**	Recognise relevant changes within clear privacy boundaries.
04	**Family hub**	Bring together device status, alerts and response records.
05	**Age-friendly home**	Coordinate space, hardware, software and services.

Technology creates value only when its boundaries are clear

BEIIU focuses on sensing, device coordination, privacy and reliability validation rather than treating one metric as the whole experience.



01

Privacy first

Assess non-visual sensing first in private spaces.

02

Visible status

Online, low battery, faults and permissions should be visible.

03

Contextual validation

Results include setting, version, sample and error conditions.

04

Human handover

Important alerts must be confirmable and escalatable.

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09 · INTELLIGENT AGE-FRIENDLY HOME

A home designed around everyday life in later years

Age-friendly living is not a pile of devices. Space, lighting, routes, sensing, control and service must work quietly together.



Entrance

Lighting, access and arrival route

Bedroom

Night movement and comfort

Bathroom

Grip, support and unusual stays

Kitchen

Gas, smoke and safe operation

Public-sector collaboration starts with a defined problem

Define users, setting, objective and responsibility before deciding whether the next step is research, evaluation or a setting-based programme.



01

Silver-economy settings

Define settings around local households, communities and institutions.

02

Age-friendly housing

Bring spatial design, connected hardware and maintenance into one plan.

03

User experience research

Test usability through real tasks and family response.

04

Brand and industry dialogue

Professional dialogue on independent brands, product definition and industry collaboration.

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11 · INSTITUTIONS & RESEARCH

Institutional and research work should be observable and reviewable

The value of a setting-based project is not the number of devices shown, but the quality of evidence available for improvement.



01

Setting observation

Document tasks, spaces, people and current workflows.

02

Limited evaluation

Test usability and response routes under defined conditions.

03

Issue review

Keep records of false alerts, misses, offline states, maintenance and exit.

04

Evidence boundaries

Separate facts, participant feedback, inference and unresolved questions.

Channel and supply collaboration begins with clear accountability

Product definition, manufacturing, quality, delivery, after-sales service and information security need named owners from the outset.



01

Product and quality

Document specifications, changes, test conditions and defect handling.

02

Delivery and service

Define installation, training, repair, replacement and service exit.

03

Channel communication

Do not present target performance, concept imagery or an intention as an achieved outcome.

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13 · WORKING PROCESS

A clear and disciplined partnership path

Confirm fit first, then expand information, participants and validation scope step by step.

01 **Describe people and setting**

02 **Clarify needs and boundaries**

03 **Define the working scope**

04 **Agree the next step**

BRAND ASSETS

BEIIU / CHINESE MASTER BRAND

- 45-class Chinese brand coverage
- 45-class English brand coverage
- Visual copyright assets
- Core domain BEIIU.COM
- Rights holder: Guangzhou Yunshangquan Network Technology Co., Ltd.

START A CONVERSATION

Begin with a real setting.

Tell us who the intended users are, where the setting is, what problem matters most and where you would like BEIIU to contribute.

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COMPANY	Guangzhou Yunshangquan Network Technology Co., Ltd.

This document supports brand and partnership conversations. Products, functions, timing and commercial terms are confirmed only through formal written agreement.

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