

For Immediate Release

11th November 2025 - Sydney, Australia

HOMELife Technology is pleased to announce its appointment as the exclusive distributor of the “idem” Smart Reminder Clock, a product specifically designed to support people at home living with dementia and enabling remote carer management.

idem has been developed, tested and proven in the Canadian market by Dementia Care Specialists “Eugeria”, and it completes the most comprehensive range of high quality reminder clocks in the Australian market, from HOMELife Technology.

Introducing the idem Smart Reminder Clock:

Designed to provide support at home for those living with dementia, **idem** is a dementia friendly clock that makes it simple to remotely manage reminders and communicate with your loved one. All with the added benefit of the carer receiving confirmation notifications when tasks are completed or ignored.

- **Perfect for Family and Carer Management.** All of **idem’s** features and functions can be managed remotely from a family member or carer’s smartphone.
- **Send reminders and messages** directly from a family member or carer’s phone
- **Receive confirmation notifications** on the family/carer’s phone. Notifications are received when tasks are completed or ignored, supporting peace of mind and follow up.
- **Spoken Reminders:** **idem** can read outloud reminders and messages in one of thirteen languages, English, French, Spanish, Portuguese, Italian, German, Dutch, Greek, Arabic, Vietnamese, Filipino, Cantonese (traditional Chinese) and Mandarin (simplified Chinese).
- **Four types of remote communication:**
 - Reminders - For a healthy daily routine. Supports images and confirmations.
 - Messages - Send photos and messages of love and receive read receipts.
 - Calendar Events - Schedule events for activities (with pre-reminders and confirmations)
 - Post It Notes - For quick answers to frequently repeated questions.
- **Easy Connection:**
 - Built in Wifi for easy connection to the internet
 - 4G is built in, for users who don’t have WiFi.
 - NOTE: 4G requires a subscription at \$14.95/month (no trip to a Telco required).
- **FREE idem Companion App:** Completely manage the **idem** clock remotely.
- **Multi User:** Give access to all trusted family members and carers.

Additionally, for residential aged care facilities and home care providers, organisations can manage multiple **idems** from the one easy to use portal, perfect for streamlining care management.

Key benefits for those living with dementia

- **Reducing disorientation and anxiety.** A clear display of date and time provides reassurance for people living with dementia.
- **Supporting your loved one's autonomy and well-being.** With fully customisable reminders, idem supports healthy routines, medication compliance, family connection and daily independent living.
- **Supporting caregivers.** The ability to remotely support loved ones, whilst also receiving confirmation notifications, can greatly reduce the stress and anxiety often felt by caregivers.

Idem is now available in Australia for \$649 exclusively from HOMELife Technology: homelifetech.com.au

For questions, demonstrations, review or trial products, please reach out to us at p.colley@homelife.technology or by phone on (02) 7228 7211.

Paul Colley, Director and Co-Founder of HOMELife Technology added, "we're delighted to be the exclusive distribution partner for the **idem** Smart Reminder Clock. With the government's recent launch of the Support@Home program, **idem** enables us to further support those in Australia living with dementia, as well as their families".

"Expanding into Australia marks an important milestone in our commitment to making assistive technology more accessible worldwide. The Idem Clock is already supporting thousands of families in Canada through intuitive reminders and remote care features, and we're proud to now offer that support to Australian caregivers and their loved ones." - David Bordeleau, CTO/CPO of Idem

About HOMELife Technology: a Sydney-based, Australian-owned and operated, assistive technology company, whose mission is to source the world's best easy-to-use products that enhance quality of life, independence and physical and mental wellbeing.

