

# **Voxx gadget aims to prevent infant deaths in sweltering cars**

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Tom Malone, president of Voxx Electronics, in Las Vegas, Nevada, on January 7, 2013

A new gadget aimed at preventing heat-related deaths of infants in parked cars is on show at the Consumer Electronics Show in Las Vegas.

Voxx Electronics's alert system is aimed at preventing absent-minded parents from leaving children alone in sweltering temperatures.

"As a parent, you don't ever think you will ever do that," Voxx Electronics president Tom Malone said after showing a video enactment of a woman scooting away from a parked car and forgetting a girl strapped in a [rear seat](#).

"But, it happens."

Malone cited statistics indicating that since 1998, more than 600 children have died from heat stroke after being left in vehicles.

Dashboards in the sun can essentially become fierce heating elements, turning passenger compartments into ovens, according to figures provided by Voxx.

Baby on Board combines child [car](#) seat weight sensors with key chain fobs that connect wirelessly using Bluetooth. A fob sounds an alarm if whoever is carrying it walks away from a vehicle while pressure sensors indicate that a child is still in a [car seat](#).

Baby on Board will be available by the middle of this year at a price of \$60, according to Voxx.

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