

Smileyscope September 2020 Community E-newsletter

Hello from the team at Smileyscope! We hope you are keeping safe and healthy. Our thoughts continue go out to those affected by the pandemic, and we thank all healthcare workers for their hard work and dedication to our communities.

We have been working hard over the last few months to continue to grow Smileyscope and we have a number of recent updates we would like to share.

Introducing Smileyscope's new VR headset

Smileyscope is extremely excited to introduce you to our new and award winning Smileyscope VR headset. Over the last 12 months we have been working closely with clinicians and industrial designers to develop a VR headset that meets the needs of healthcare professionals and clinical settings.

Our new VR headset is lightweight (suitable for ages 4yrs+), durable, and meets infection control standards. It is also packed full of new hardware and software features. Hardware features include a detachable faceplate providing easy access to the screen, a pivot mechanism to let patients take a peek at the outside world, and antimicrobial protection.

Software features include therapeutic experiences for children, teens, and adults to be used during procedures, deep breathing which might be used during induction or to support patients to stay calm, and relaxation/wellness content.



Our new VR headset

Smileyscope awarded for excellence in design and innovation

We are honoured to announce that Smileyscope has received a prestigious Good Design Award Gold Accolade in the Product Design Medical and Scientific category in recognition for outstanding design and innovation. The annual Good Design Awards is Australia's oldest and most prestigious international Awards for design and innovation with a proud history dating back to 1958. More than 55 Good Design Awards Jurors evaluated each entry according to a strict set of design criteria which covers good design, design innovation and design impact.

We would like to say a big thank you to Vert Design for their partnership throughout the design process.

The Good Design Award Jury praised Smileyscope, commenting: *"Smileyscope is a really innovative approach to the challenge of administering painful procedures to children ... It was impressive to see the level of rigour around the TGA registration and gathering of clinical evidence to really demonstrate effectiveness and safety of this product. It was also pleasing to see the designers address a real need and achieve an outcome that makes the hospital experience less traumatic for children. Congratulations."*

For more information on Smileyscope's Good Design Gold Award please visit: <https://good-design.org/projects/smileyscope-redefining-fear-through-advanced-vr-technology/>

SMILEYSCOPE: REDEFINING FEAR THROUGH ADVANCED VR TECHNOLOGY



2020
 PRODUCT
 MEDICAL AND SCIENTIFIC

DESIGNED BY:
 Smileyscope Pty Ltd
 Vert Design

COMMISSIONED BY:
 Smileyscope Pty Ltd
 DESIGNED IN:
 Australia

Smileyscope's new look website and branding

Smileyscope is thrilled to announce that we have completed the development of our new websites and they are live for you to visit. When visiting the website you will notice we have also undergone a complete brand refresh including updates to our logo, colour scheme, and brand elements. We are delighted with the result and believe it will resonate well with clinicians, caregivers, and the broader Smileyscope community.

A big thank you to our graphic designer, Simone Cummins, and brand consultants, Anna Beaton and Ingrid Nelson, for their expertise and guidance.

For those based in Australia and outside the US, please visit www.smileyscope.com.au

For those based in the US, please visit www.smileyscope.com



Smileyscope in the community!

A big shout out to our colleagues at Box Hill Hospital who have been continuing to champion patient-centred care during the pandemic. Their heart-warming story [featured on Channel 7](#) using Smileyscope to improve experiences for children in surgery. Amazing work!

Also a huge thank you to the staff at Centenary Hospital for Women and Children, [Coles Group](#) and the [Curing Homesickness initiative](#) who fundraised for Smileyscopes for Centenary Hospital for Women and Children in Canberra. We can't wait to work with you to implement Smileyscope!

Warm regards,

The Smileyscope team



What does Smileyscope do?

Smileyscope transforms medical procedures through evidence-based virtual reality. Our vision is to be the world-leading company in Virtual Reality for healthcare. Our first VR experience helps children keep calm and still during needle procedures, transforming fear into fun for patients and families, thus making it quicker and safer for clinicians.

Supported by the Australian Government through Accelerating Commercialisation, an element of the Entrepreneur's Program