

TSA Webinar · 2026

Technology-Enabled Care, At Global Scale

Practical use cases, real-world outcomes, and what it takes to bring care technology across borders.

Meet Nobi.

A Belgian smart-lighting company building ceiling lamps that watch over the people who live beneath them — quietly, privately, and only when it matters.

Founded

2018 · Antwerp, Belgium

Largest Markets

United Kingdom & United States

Deployed

Assisted living · memory care · independent living · home care (pilots)

Architecture

On-device AI · privacy by design



A Lamp That Watches Over.

Three capabilities in one ceiling-mounted device — light when you need it, intelligence when it matters.



Fall Detection

On-device AI recognises a fall the moment it happens and alerts caregivers in under three minutes.



Fall Prevention

Adaptive night-light, gait monitoring and bed-exit alerts that stop the fall before it occurs.



Smart Care

Presenting senior living leaders with actionable insights gained through Nobi's ambient observation.

01

Part One

The Care Gap,
and the Role
of Technology.

Europe's Caregiver Shortage Will More Than Double by 2030.

An aging population means ever more people in need of care. At the same time, the workforce of caregivers is declining. Technology's role is not to replace people — it is to focus their time where it is needed, when it is needed, and only then.

Caregiver shortage · Europe

1.8M

↓ by 2030

4M

The gap forces a choice: who gets care, when, and how often.

Right Care, Only When Needed.

A senior living at home. Nine days out of ten they are fine. On the tenth, they fall.

Without Technology

Nightly checks disturb sleep on the nine quiet nights.

Or — no checks at all, and no one is there on day ten. Both scenarios carry a heavy cost.

With Nobi

Sleep is undisturbed. On day ten, the lamp sees the fall — and sends help.

People are used when they are needed, and only when they are needed. That is the magic.

From Data to Action.

When sensors collaborate, raw data becomes actionable insight — and insight becomes a recommended action. The future of care is not one platform. It is many platforms working together.

A real-world example: Nobi with Cubigo, a resident engagement platform.

- **Nobi (in room)**

Bed exits up · time in bathroom up · time alone up

- **Cubigo (community)**

Activity participation down · visitor count down · meals skipped

Combined Wellbeing Score

A caregiver knows where to look — before a clinical event ever occurs.

02

Part Two

Real-World
Outcomes &
Independent
Evidence.

The Largest Independent UK Evaluation of Nobi, to Date.

Commissioned by the Lancashire and South Cumbria Integrated Care Board and independently conducted by Lancaster University, under the NHS Digitising Social Care programme.

Method	Mixed-methods, ambulance call-out data, deep-dive case study
Respondents	228 care home staff and managers
Conducted By	Lancaster University
Scoping Review	29 peer-reviewed papers & grey literature

From a Single Lamp, Across a Region.



32%

Reduction in the likelihood of a resident experiencing a fall on any given day.

From 1.85 falls per resident per month to 1.28.



23%

Reduction in total ambulance call-outs.

1.48 fewer call-outs per home, per month, from a baseline of 6.58.

73%

Reduction in average staff response times after implementing Nobi.

From 11 minutes down to under 3 — the window that defines harm.

24%

Reduction in ambulance call-outs that result in a hospital admission.

Faster on-site response, better-informed triage decisions.

Annual NHS Savings Estimate.

Based on NWS data and NHS reference costs across participating homes.

Annual, today

£490K–£1.49M

Estimated annual NHS net savings across participating care homes.

Projected, ten years

£6.2M–£14.8M

As upfront installation costs are absorbed over time.

A single ambulance call-out costs ~£252. A hip fracture is £14,000–£14,600 in inpatient care alone, with a one-year mortality rate above 25%.

The Technology Travels. The Customer Experience Doesn't.

Elderly people are elderly people, care environments are care environments. The challenges are universal — but the structure beneath each market is not.

What Stays The Same

Aging populations · frailty · declining caregiver numbers · the case for technology.

What Changes

Infrastructure · business models · regulatory frameworks · how customers actually use the product day-to-day.

Our Rule

The best leaders for a care-technology company are the people who have run your customers' operations for decades.

Why the United States, and Why Alongside the U.K.

01 Sheer Market Size

340 million people, one effective market, the same operators across all 50 states. Cost-to-enter sits close to a single European country — the addressable market is many times larger.

03 A Private-Pay Engine

Strong entrepreneurship and openness to innovation, compared to the slower adoption cycles of government-funded continental models.

02 Where Care Tech Gets Tested

An open, competitive landscape where the good get separated from the great. Success in the U.S. is a stepping stone to global success.

04 One Investor Base, Two Markets

The U.S. and U.K. investment landscapes overlap to a striking degree. Entering both at once taps a coherent Anglo-Saxon capital base — not two separate ones.

Thank You

Safe and happy living.

Questions, conversations, pilots — we'd love to hear from you.

nobi.life