

## The Smartphone Pregnancy Tracker

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Is there anything the smartphone accessory-app combo cannot do? The recently launched Bellabeat is a pocket-sized digital ultrasound device pregnant women can pair with an app in order to track fetal development.



The device amplifies unborn babies' heartbeat and visualises in-utero sounds to provide a visualisation of development over time. Meanwhile the companion app also allows women to track weight gain and nutrition.

An obligatory social component provides connection with a global expecting parent community.

"Expecting mothers endure a slew of emotional, hormonal and physical changes during this period and need an influx of support," the company says. "The Bellabeat Tracking system provides the technology and social structure to reinforce expecting mothers' support systems while providing an emotional connection to their unborn child."

The Bellabeat is available now.

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