

Glückkind Unveils the Ella Self-Driving Stroller, Revolutionizing Parenting with Advanced AI Technology



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Vancouver, British Columbia Jul 28, 2024 ([Issuewire.com](https://www.issuewire.com)) - Glückkind, a Canadian startup at the forefront of parenting innovation, proudly announces the launch of the Ella self-driving stroller. Priced at \$3,300 (£2,700), this groundbreaking "hands-free" motorized stroller is set to transform the parenting experience by significantly reducing stress for parents. Debuting at the annual CES tech show in Las Vegas, the Ella stroller showcases cutting-edge self-driving technology similar to that used in cars and delivery robots.

Designed to be the "driver assist" of parenting, the Ella smart stroller is equipped with an array of sensors, motors, and AI capabilities. It can autonomously navigate alongside parents, detecting and avoiding obstacles on the pavement. When empty, it can drive itself, keeping pace with parents and stopping automatically if it goes out of reach or encounters an obstacle.

The 13.6kg stroller is powered by electric motors that assist with manual pushing, much like an e-bike. These motors provide help on inclines and automatically brake when going downhill, with the stroller's speed capped at just over 4mph. To ensure safety, sensors on the handle require it to be held at all times when carrying an infant, and an automatic parking brake prevents runaway pram issues. Additionally, the stroller offers ample space for up to six shopping bags.

The Ella stroller's advanced features include cameras around its frame that monitor moving and stationary objects such as people, bikes, and benches in real-time. Parents are alerted to potential collision dangers through sounds and flashing lights on the handle. A smartphone app tracks routes and distance, and can locate the stroller if it gets lost.

To further reduce stress for parents, the Ella stroller includes an automatic rock-my-baby feature that gently sways the stroller to lull babies back to sleep. If this feature doesn't suffice, a built-in customizable white noise machine provides additional soothing.

Inspired by their own new-parent experiences, Glüxkind co-founders Anne Hunger and Kevin Huang, graduates of the Massachusetts Institute of Technology's sandbox innovation program, founded the company in 2020. The Ella stroller has already been recognized as a CES Innovation Award honoree and is available for limited preorders in North America, with a Kickstarter crowdfunding campaign launching in the spring.

"We've put a lot of hard work into this product and are excited to get it into more customers' hands in 2023," said Hunger, Chief Product Officer of Glüxkind. The company anticipates deliveries to start in the US and Canada in April, with expansion to Europe planned for 2024.

For more information, visit Glüxkind's website <https://gluxkind.com>.

About Glüxkind Technologies:

Glüxkind Technologies, founded in 2020 by Anne Hunger and Kevin Huang, is dedicated to innovating parenting solutions through advanced technology. The company's mission is to create smart, user-friendly products that make parenting easier and more enjoyable. You can email Glüxkind at support@gluxkind.com for questions, complaints, or more information about their privacy practices.

<https://www.youtube.com/watch?v=1UYEVxshK04&t=17s>

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