Chatstasy™
A Smart Way to Chat on a Smartphone™

A Smartphone App That Can Save Your Life

The aged population is increasing around the world. So is the penetration of mobile phones across age groups. Yet, while we see thousands of apps vying for their way into the smartphones of young adults, not many seem to be designed for the most needy segments of our society; the elderly and children.

While smartphones are rapidly reaching the hands of the elderly, these phones come without any aged-friendly features, reducing their utility in many ways. Chatstasy, a first of its kind app, has been developed to specifically adapt smartphones to the needs of the elderly.

Loaded with several patent-pending unique features, Chatstasy bridges the gap between phone manufacturers and the elderly, making smartphones much more simpler to use.

According to Ram Seshan, founder and CEO of Chatstasy, "The app is not only targeted at making smartphones easier to use, but to also serve as a lifesaving tool in the hands of the elderly who are increasingly living alone. With a prominent red emergency call button, the users can place an emergency call to an emergency service wherever they are located and even place emergency calls to loved ones."

Mr. Seshan conceived the idea of Chatstasy after his aging mothersuffered a stroke while she was alone at home.

A prominent emergency button to immediately call an ambulance with a simple touch can be a real lifesaver in such situations. The app also adapts to your geographical location allowing you to summon ambulance services across the world.

Chatstasy is a unique app that also benefits young users. Since the app is COPPA compliant and allows users' instant registration with only their names, users below 13 years of age must provide the email ID of any of their parents to confirm consent before using it.

Chatstasy was launched few months back for both android and iOS platforms. As the user base for the app rapidly grows, so do the features in the app.

In the future, Chatstasy users will be greeted with several more innovations, making their lives easier. To create more value, Mr. Seshan wants to localize the app for major languages used across the world and add more elder-friendly features, apart from providing third party elderly services now available. The next version of the app will make emergency access even more intuitive by adding a feature that will send notifications (with optional location information) to all ICE contacts when a user calls an ambulance using the Chatstasy app.

"More and more elderly are living alone, but hardly find apps designed to enhance the quality of their lives. Chatstasy aims to break this trend. Future versions will provide a very unique capability of sending emergency notifications during natural disasters to users and connect them with medical service providers. Our strategy will always focus on saving lives with Chatstasy."explains Mr. Seshan.