



Catalogue of services and hardware

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Introduction

Howz is the next generation of technology enabled care, powered by machine learning and generative AI. The service provides in-depth analytics and actionable insight to care practitioners supporting people with advancing or complex care needs. Howz establishes a pattern of life from sensor activity and enables timely interventions, promotes independence, and provides an accurate foundation for health and social care decision making.

Next-generation care technology

Machine Learning for change detection

Howz applies change detection algorithms that reveal underlying behavioural changes which may indicate emerging risk. These algorithms have been co-developed through an academic partnership with the University of Lancaster. They are published in statistical journals and have been clinically tested through research collaborations.

Automated assessment reporting

Howz produces an AI generated assessment report within ten minutes, based on practitioner selected areas of interest such as sleep health, bathroom activity, nutrition, mobility patterns, door activity and general routines. This removes the need for manual review and provides a clear, consistent interpretation of behavioural trends.

Interoperable and device agnostic

Howz is fully interoperable with a wide range of sensor types and works with existing equipment wherever possible. Common device types include motion and door sensors, smart plugs, occupancy sensors for beds and chairs, air quality and humidity sensors and medical devices. New devices are regularly integrated, with engineering and data science teams onboarding new sensor types on a continual basis to ensure that the platform remains current.

The Howz service at a glance

Howz provides a comprehensive insight service that includes:

- **Dashboard**
A web-based dashboard with real-time cohort visibility, prioritised risk indicators, site level behavioural insights, occupancy analysis, mobility patterns and trend detection.
- **Family App**
Android and iOS apps for informal carers providing real-time behavioural updates, historical analytics, alerts and basic home status information such as open doors or offline sensors.
- **Alerts**
Customisable alerts for individual users or specific sensors including late rising, low daytime activity, unexpected door activity or any other clinically relevant trigger.
- **AI Assessment Report**
Rapid report generation that summarises trends and highlights areas of concern using natural language. Suitable for case reviews, discharge planning and ongoing assessment.
- **Third Party Integrations**
Integration with ARC platforms including Sky Response and UMO, along with connectivity to Vocala.

Howz licenses

Howz licences provide access to the digital service. Licences are billed monthly and charged per concurrent user. The number of licences required corresponds to the number of active users within the month. There are two service levels.

Howz standard analytics service

This is Howz standard monthly analytics package. It includes everything required for short-term assessment, review periods, elevated care needs, sharing living situations and any circumstance where formalised reporting is required.

Service includes:

Access to the Howz Dashboard

A [web-based platform](#) providing real-time visibility, prioritisation and in-depth behavioural analytics for each user.

Access to the Howz Family App

[Android](#) and [iOS](#) mobile app for informal carers, providing real-time updates, historical insights and notifications to support reassurance and action.

Alerts for system wide or individual sensor rules

Customisable alerts tailored to each user, based on behaviour, routines and exceptions that may indicate risk or concern.

ARC integration for supported alarm receiving centre platforms

Connectivity to supported ARC platforms, enabling alerts and events to be escalated quickly through established response pathways.

Unlimited online training

On-demand training and support materials available for teams, enabling consistent onboarding and confident day-to-day use.

AI Assessment Report

An automated report that interprets behavioural trends and summarises key insights.

This license level is suitable for users with technology in place long-term, where care level is fixed.

Howz simple analytics service

This is Howz light-touch analytics package, suitable for a service that is led by informal carers rather than council teams. It includes access to the family app and custom alerts, with a dashboard view available if health or care teams need to intervene.

Service includes:

Access to the Howz Dashboard

A web-based platform providing real-time visibility, prioritisation and in-depth behavioural analytics for each user.

Access to the Howz Family App

Android and iOS mobile app for informal carers, providing real-time updates, historical insights and notifications to support reassurance and action.

Alerts for system wide or individual sensor rules

Customisable alerts tailored to each user, based on behaviour, routines and exceptions that may indicate risk or concern.

Hardware

Howz is a partner of Onics and can provide sensors and preconfigured sensor packs as required. Howz also integrates with Everon's Lyra hub and can support with supply of a wide range of Everon peripherals including fall detectors and pendants.

Frient Sensors

- Motion Sensor Pro
- Entry Sensor Pro
- Smart Plug Mini (UK)
- Vibration Sensor
- Smart Humidity Sensor
- Air Quality Sensor
- Intelligent Smoke Alarm
- Intelligent Heat Alarm

Frient Gateways

Two gateway types are available depending on connectivity requirements.

1. MGW221-DP47 (with cellular and ethernet connectivity)
Squid.link 2X Modular IoT Gateway
Ethernet and cellular connectivity for locations requiring increased resilience or where broadband availability is limited.
2. MGW101-HOW1 (with ethernet port)
Squid.link 2X Modular IoT Gateway
Ethernet connectivity for environments with reliable wired internet access.

Off-the-shelf sensor kits

Howz offers ready to deploy sensor kits that can be scaled to meet individual needs. Each kit is available with either gateway.



1. Basic Monitoring Kit

Suitable for people with low level support needs or for small living spaces. Includes:

- IoT Gateway (either option available)
- One motion sensor
- One door sensor
- One smart plug

2. Standard Assessment Kit

Designed for long-term independent living, prevention of residential care admission and assessment of care needs. Includes:

- IoT Gateway (either option available)
- Three motion sensors
- Two door sensors
- Two smart plugs

3. Enhanced Assessment Kit

Suitable for users with extensive care needs or situations requiring a comprehensive picture of behavioural patterns, or the greatest volume of data to support detailed assessments. Includes:

- IoT Gateway (either option available)
- Five motion sensors
- Three door sensors
- Two smart plugs

Support services

Custom development and integration

Howz developers are available on a half day or full day basis to support:

- Integration of custom hardware
- Platform integrations with social care, domiciliary care or alarm response systems

Custom data science and analytics

Data scientists can be commissioned on an hourly or half day basis to produce bespoke analytics, custom graphs and in-depth analysis required by practitioners.

Training and workshops

Unlimited online training is included with licences.

Optional on-site training or half day and full day workshops are available for service teams.

Pricing

Pricing valid until December 2026. Prices are not inclusive of VAT.

Analytics subscriptions	Type	Price
Howz analytics monthly fee - Access to Howz dashboard - Access to Howz family app - First-line support	HOWZML	£45.00
Howz assessment analytics and AI reporting tools - Access to Howz AI assessment report - Access to Howz dashboard - Access to Howz family app - First-line support	HOWZMLAI	£65.00
SIM connectivity fee	SIM10	£10.00
Frient Devices	Product code	Price
Squid.link 2X Modular IoT Gateway MGW221-DP47 (with cellular and ethernet connectivity)	ODP47	£275.00
Squid.link 2X Modular IoT Gateway MGW101-HOW1 (with ethernet connectivity)	OHOW1	£75.00
Motion Sensor Pro	OMSP	£28.95
Entry Sensor Pro	OESP	£26.95
UK Smart Plug Mini	OSPMUK	£37.95
Vibration Sensor	ONVS	£26.95
Smart Humidity Sensor	OSMS	£23.95
Air Quality Sensor	OAQS	£48.95
Intelligent Smoke Alarm	OISA	£44.95
Intelligent Heat Alarm	OIHA	£46.50
Off-the-shelf sensor kits	Product code	Price
Basic monitoring kit (with cellular and ethernet connectivity) - MGW221-DP47 IoT Gateway 1 Motion sensor (PIR)	HK1CELL	£368.85

• 1 Door Sensor • 1 Smart Plug		
Basic monitoring kit (with ethernet connectivity) • MGW101-HOW1 IoT Gateway • 1 Motion sensor (PiR) • 1 Door Sensor • 1 Smart Plug	HK1ETH	£168.85
Standard assessment kit (with cellular and ethernet connectivity) • MGW221-DP47 IoT Gateway • 3 Motion sensor (PiR) • 2 Door Sensor • 2 Smart Plug	HK2CELL	£491.65
Standard assessment kit (with ethernet connectivity) • MGW101-HOW1 IoT Gateway • 3 Motion sensor (PiR) • 2 Door Sensor • 2 Smart Plug	HK2ETH	£291.65
Enhanced assessment kit (with cellular and ethernet connectivity) • MGW221-DP47 IoT Gateway • 5 Motion sensor (PiR) • 3 Door Sensor • 2 Smart Plug	HK3CELL	£576.50
Enhanced assessment kit (with ethernet connectivity) • MGW101-HOW1 IoT Gateway • 5 Motion sensor (PiR) • 3 Door Sensor • 2 Smart Plug	HK3ETH	£376.50
Support services	Type	Price
Developer day rate (custom hardware and platform integrations)	DEVDAY8	£415.00
Developer half-day rate (custom hardware and platform integrations)	DEVDAY5	£225.00
Training on site for service teams	ONSITE2	£595.00
Data Scientist half-day rate (custom data analysis)	DATA5	£275.00
Data Scientist hourly rate (custom data analysis)	DATA1	£85.00
Postage and Packing - Royal Mail	P&P	£11.70