Demal 365

# Never a day alone

An AI companion for older people living at home. A warm, familiar presence in the room, every day of the year.

It is half past two on a Tuesday. The carer left at nine. The television has been on since then, though nobody has really watched it. There will be no other voice in the house until tomorrow morning. For many older people in Britain, that is not an unusual day. It is every day.

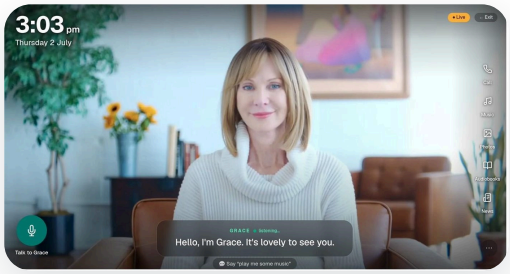
**Demal 365 puts someone in the room.**

WHAT DEMAL 365 IS

## Meet Grace

Demal 365 is a companionship service on a simple tablet that sits on a side table in the person's own home. The product is Grace: a warm, photorealistic companion who is present through the day and is spoken to in ordinary conversation. There are no menus, passwords or apps. The person simply talks, and Grace talks back.

**She is personal to one individual.** The family completes a private profile of the person's life, family, interests, routines, favourite music and the subjects to avoid. Grace draws on all of it.




Families choose their companion from a small selection. Grace is the one shown here.

WHO IT IS FOR

## Two groups of people. One companion.

Demal 365 is for people living at home with early to mid-stage dementia, and for older people living alone for whom the days are long and quiet. Grace is the same warm presence for both.

### Living with dementia

**982,000**
live with dementia in the UK, rising to 1.4 million by 2040

UP TO
**120,000**
live alone with dementia in the UK

### Growing older alone

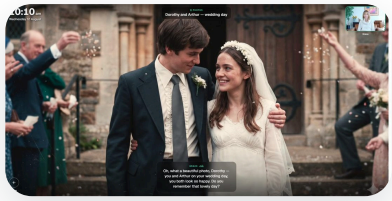
AROUND
**4.3 million**
people aged 65 and over live alone in the UK

**940,000**
older people in the UK are often lonely

*Sources: Alzheimer's Society; ONS, Families and households in the UK: 2025; Age UK, December 2024.*

EVERY DAY

## What Grace does





- **Conversation.** She talks, listens and reminisces, all by voice.
- **Music.** The songs they love, and their own family recordings.
- **Audiobooks** read aloud, and **the news** in her own gentle words.
- **Photographs,** with Grace talking warmly about the people in them.
- **Gentle activities,** deliberately unscored: dignity before points.
- **Family video calls,** approved contacts only, so no cold calls.
- **Messages from family,** played at the right moment of the day.

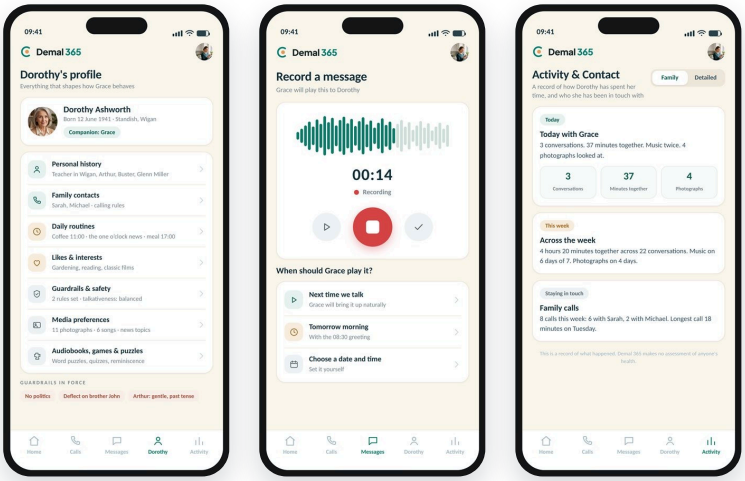
FOR FAMILIES

## The family app

Families shape Grace's world from their own phones, wherever they are: the profile, new photographs, messages for Grace to play, and video calls.

They see a simple record of time together and calls made. Never what was said, and never an assessment.

*Design screens: the family app is in development. All names and details shown are fictional.*




Their profile | Record a message | Activity and contact

### What Demal 365 is not

This boundary is deliberate and we state it plainly. Demal 365 is a companionship and wellbeing service. It is not a medical device, not a health-monitoring system, not a safety alarm and not an emergency lifeline. It is designed to sit in the home alongside the care that others provide, and we recommend it is used in addition to, never instead of, a personal alarm or telecare service.

WHERE WE ARE

### Built, demonstrated, preparing for launch

A working proof of concept has been built and demonstrated by ai571 Labs in the United Kingdom. We welcome conversations with families, charities and organisations working with older people.

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