



Press kit

BubSync is a shared baby tracker and diary that keeps parents, partners and carers in sync.

Launching **5 September 2026** on iPhone, Android and web
bubsync.com

Media contact Ashley Rowe, co-founder · ashley@bubsync.com

Every image in this kit is free to use in editorial coverage of BubSync, with credit to BubSync.

About BubSync

Four lengths. Take whichever fits your piece — all are cleared for publication.

ONE LINE

BubSync is a shared baby tracker and diary that keeps parents, partners and carers in sync.

12 words

ONE LINE — ALTERNATIVE

BubSync is the shared baby tracker built for the whole care team.

11 words

SHORT

BubSync is an Australian baby tracker and diary designed for shared care. Families can track feeds, sleep, nappies, pumping, growth and milestones together, share care more easily with partners and carers, and use an AI hub grounded in their own baby's data.

45 words

MEDIUM

BubSync is a shared baby tracker and diary for modern families. Built in Australia, it helps parents, partners and carers stay in sync by sharing feeds, sleep, nappies, routines and milestones in one timeline. It also includes an AI hub that offers helpful schedules, rhythms, play ideas and insights based on the family's own data. BubSync is designed to make everyday care, handovers and shared parenting simpler.

75 words

BOILERPLATE

BubSync is an Australian baby tracker and diary built for shared care. The app helps parents, partners, grandparents and other carers stay in sync with a shared timeline for everyday baby care, including feeds, sleep, nappies, pumping, growth and milestones.

Unlike many baby tracking apps that are built around a single primary parent, BubSync is designed for the whole care team. Families can log events quickly, keep routines consistent, capture memories, and make smoother handovers between the people caring for their baby.

BubSync also includes an AI hub that provides support such as day schedules, sleep rhythms, play ideas, milestone guidance and personalised insights grounded in the family's own data. The goal is to make life with a baby feel more connected, less repetitive and easier to share.

BubSync launches on iPhone, Android and web on 5 September 2026. Learn more at bubsync.com.

At a glance

The App Store listing is still in review; that link will follow.

Product name	BubSync
Category	Baby tracker / baby diary / parenting app
Website	bubsync.com
Launch date	5 September 2026, 9:00am AEST
Platforms	iPhone, Android and web
Country	Australia
Built for	Parents, partners, grandparents and carers
Core use cases	Baby tracking, shared care, carer handover, family coordination, memories
Differentiator	A baby tracker designed for shared parenting and shared care
AI features	Schedules, sleep rhythms, play ideas, milestone support and insights grounded in the family's own data
Pricing	Free to use. Optional premium tier: A\$9.99 per month or A\$79.99 per year (AUD), with a one-month free trial. Premium is purchased through the App Store or Google Play.
App Store	<i>In review — link to follow</i>
Google Play	play.google.com/store/apps/details?id=com.bubsync.app
Media contact	Ashley Rowe — ashley@bubsync.com

Pricing is current as of 1 September 2026 and is shown in Australian dollars. Please check bubsync.com for current pricing and any promotional offers at the time you publish.

Key features

Shared timeline

Track feeds, sleep, nappies, pumping, growth and milestones in one shared place.

Built for shared care

Keep parents, partners and other carers aligned without relying on memory or text messages.

Fast logging

Record common baby activities in just a few taps.

Simple handovers

Make it easier to pass care between parents, grandparents, babysitters or other helpers.

AI hub grounded in your own data

Get day schedules, sleep rhythms, play ideas, milestone support and insights based on your baby's patterns.

Memories and milestones

Capture moments and track your baby's progress alongside everyday care.

Designed for the whole village

BubSync is built to support families, not just one default parent account.

The founders

Both available for interview. Photography is in the kit; more on request.



Ashley Rowe

Co-founder

Ashley Rowe is a co-founder of BubSync, an Australian baby tracking app built for shared care. He created BubSync to make it easier for parents, partners and carers to stay in sync and share the everyday mental load of caring for a baby.

ASHLEY ROWE — LONGER BIO

Ashley Rowe is a co-founder of BubSync, an Australian baby tracker and diary designed for shared care. With a background in technology and product development, Ashley started BubSync after seeing how many baby tracking apps were built around one primary parent rather than the reality of shared parenting and support from partners, grandparents and other carers. BubSync was built to make everyday baby care easier to share, easier to hand over and easier to understand, while also giving families helpful AI-powered support grounded in their own data.

Ashley Rowe is an Australian founder and software builder behind BubSync. He started the app to solve a simple but frustrating problem: baby care is often shared, but most baby tracking apps are not built that way. BubSync was designed to help families stay in sync, reduce the mental load and make handovers between parents and carers easier.



Sarah Brumbley

Co-founder

Sarah Brumbley is a co-founder of BubSync, the Australian baby tracker and diary built for shared care. Her role spans brand, product and customer experience, and she helps lead the direction of BubSync with the practical lens of being a mother of two, with a third on the way.

Longer bios available on request — ashley@bubsync.com

Quotes

All three attributable to Ashley Rowe, co-founder of BubSync. Use whichever suits your angle.

ON SHARED CARE

“We built BubSync because caring for a baby is rarely a one-person job, but many baby tracking apps still behave like it is. We wanted to create something that makes shared care feel natural, whether that is between parents, partners, grandparents or other carers.”

— Ashley Rowe, co-founder, BubSync

ON MENTAL LOAD

“BubSync is about reducing the mental load of baby care. Instead of repeating the same updates, trying to remember the last feed, or treating one parent like the default, we wanted a shared system that keeps the whole village in sync.”

— Ashley Rowe, co-founder, BubSync

ON THE AI HUB

“Our goal with BubSync is to combine practical tracking with genuinely helpful support. Families should be able to log the day quickly, share care easily, and get useful insights that are actually grounded in their own baby's data.”

— Ashley Rowe, co-founder, BubSync

Story angles

Five ways into the story. Happy to provide data, a demo or the founders for any of them.

An Australian startup taking a shared-care approach to baby tracking

A Brisbane-built app entering a category dominated by overseas players, with a different premise about who the software is for.

Why most baby apps still treat dads and partners as secondary carers

Most baby trackers assume one primary parent and one account. That assumption shapes who does the logging, who carries the mental load, and who ends up as the default parent.

The baby tracker built for the whole village, not just one parent

Grandparents, nannies, day carers and babysitters are part of everyday care but rarely part of the software. What changes when they are.

How AI can help new parents when it is grounded in their own baby's data

Generic parenting advice is abundant and often unhelpful. BubSync's AI hub answers from a specific baby's own logged patterns instead — a useful case study in narrow, grounded AI versus general chat.

A parenting app focused on reducing the mental load of handovers

The recurring friction in shared parenting isn't the caring, it's the re-briefing. A story about coordination, invisible labour, and what happens at the moment a baby changes hands.

Using these images

Images in this kit may be used free of charge in editorial coverage of BubSync — news articles, reviews, roundups, broadcast and social posts about the app — provided BubSync is credited.

Credit line	BubSync
Copyright	© 2026 BubSync. All rights reserved.
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Other uses	For advertising, packaging, merchandise or any non-editorial use, email ashley@bubsync.com first.

Credit, caption and copyright information is embedded in every image file (XMP and EXIF), so it should survive import into most newsroom and asset-management systems.

What's in the kit

01-logos	Logo lockups and icon marks, transparent, at 2048 / 1024 / 512 px. Vector masters in svg-vector — use those for print.
02-app-icons	The app icon as it appears on a home screen, 1024 × 1024, plus the Android adaptive foreground layer.
03-app-screenshots	Unretouched screenshots of the app itself, 1320 × 2868. Use these to show the product as it really looks.
04-feature-graphics	The marketing graphics from the app store listings — headline plus device in a styled scene.
05-product-images	Device mockups on the BubSync brand background. Lossless masters in png-lossless .
06-founder-photos	Founder photography. Web-size in the folder, full resolution in print-resolution .
00-start-here	This document, the visual index, and a spreadsheet of every caption for bulk import.

WHICH LOGO DO I USE?

for-light-backgrounds	The deeper terracotta mark. Use on white, cream or any pale background.
for-dark-backgrounds	The lighter peach mark. Use on dark backgrounds.
lockup-light / dark	The mark plus the “bubsync” wordmark, each on its own brand-coloured rounded tile.

A note on the screenshots. All names, babies, photos and figures shown in the app screenshots are demonstration data created for this press kit. They are not real families' records.

Every image in the kit is indexed on the following pages, with its exact filename.

Something missing, or need an image at a different size or crop? Email ashley@bubsync.com — happy to send it over.

Every asset in the kit, with the exact filename. Full-size files are in the numbered folders.

Logos & brand marks



bubsync-icon-for-dark-backgrounds-1024px.png
1024 × 1024 px



bubsync-icon-for-dark-backgrounds-512px.png
512 × 512 px



bubsync-icon-for-light-backgrounds-1024px.png
1024 × 1024 px



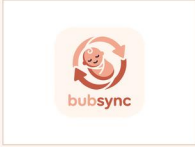
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512 × 512 px



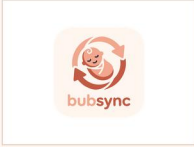
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1024 × 765 px



bubsync-logo-lockup-dark-2048px.png
2048 × 1529 px

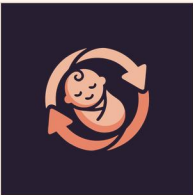


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1024 × 765 px



bubsync-logo-lockup-light-2048px.png
2048 × 1529 px

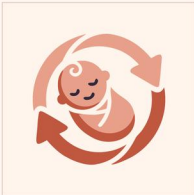
App icons



bubsync-app-icon-android-adaptive-foreground-1024.png
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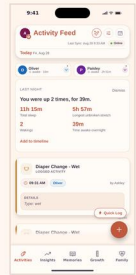


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1024 × 1024 px



bubsync-app-icon-light-1024.png
1024 × 1024 px

App screenshots · raw UI, 1320 × 2868



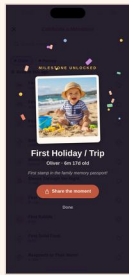
bubsync-screenshot-01-activity-feed.png
1320 × 2868 px



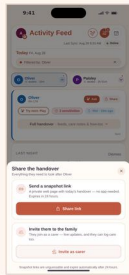
bubsync-screenshot-02-quick-log.png
1320 × 2868 px



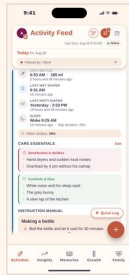
bubsync-screenshot-03-ai-hub.png
1320 × 2868 px



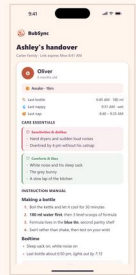
bubsync-screenshot-04-milestone.png
1320 × 2868 px



bubsync-screenshot-05-share-handover.png
1320 × 2868 px



bubsync-screenshot-06-care-essentials.png
1320 × 2868 px



bubsync-screenshot-07-handover-web-link.png
1320 × 2868 px



bubsync-screenshot-08-night-mode.png
1320 × 2868 px



bubsync-screenshot-09-insights.png
1320 × 2868 px



bubsync-screenshot-10-growth-chart.png
1320 × 2868 px

Feature graphics · marketing, 1320 × 2868

BubSync
How many times were we up last night?
BubSync remembers how many times you wake up at night.

bubsync-feature-01-up-last-night.jpg
1320 × 2868 px

BubSync
Log it before you forget it.
Feeds, requests and more.

bubsync-feature-02-log-it-before-you-forget.jpg
1320 × 2868 px

BubSync
Out of ideas? Ask BubSync.
Play video, upload content, post links and more.

bubsync-feature-03-ask-bubsync.jpg
1320 × 2868 px

BubSync
Keep more than the routine.
Save the moments between the feeds and logs.

bubsync-feature-04-keep-more-than-the-routine.jpg
1320 × 2868 px

BubSync
Hand over the day, not a lecture.
Send a 24 hour log, or make a note for the night.

bubsync-feature-05-hand-over-the-day.jpg
1320 × 2868 px

BubSync
The night stays in sync.
Even when you're away from the app, BubSync keeps your night logs up to date.

bubsync-feature-06-night-stays-in-sync.jpg
1320 × 2868 px

BubSync
Every log becomes a pattern.
Over time, BubSync finds patterns in the data that helps.

bubsync-feature-07-every-log-becomes-a-pattern.jpg
1320 × 2868 px

BubSync
See how they're growing.
From growth reports, you can see how they're growing.

bubsync-feature-08-see-how-theyre-growing.jpg
1320 × 2868 px

Product images · device mockups

BubSync

bubsync-product-ai-hub.jpg
1448 × 1086 px

BubSync

bubsync-product-carer-handover.jpg
1448 × 1086 px

BubSync

bubsync-product-hero.jpg
1448 × 1086 px

BubSync

bubsync-product-logging.jpg
1448 × 1086 px

Founder photos

BubSync

bubsync-founder-ashley-rowe-portrait-crop.jpg
955 × 909 px

BubSync

bubsync-founder-ashley-rowe-portrait.jpg
955 × 1273 px

BubSync

bubsync-founder-sarah-brumbley-portrait.jpg
1500 × 2000 px

BubSync

bubsync-founders-ashley-rowe-sarah-brumbley.jpg
1500 × 2000 px