



Press Release

Tover and Memory Lane TV Join Forces to Revolutionize Dementia Care

Innovative partnership focuses on improving the quality of life for people living with dementia through research-driven solutions.

Utrecht, Date – Tover, the creators of the award-winning interactive gaming system Tovertafel, has announced an exciting partnership with Memory Lane TV, a leading creator of content and films designed to stimulate and activate people living with dementia. This visionary collaboration aims to set new standards in dementia care by combining the unique strengths of both organizations to enhance the overall well-being of individuals living with dementia.

Both Tover and Memory Lane TV share a mission to enrich the lives of people living with dementia, focusing on activation, stimulation, and providing moments of calm. While their approaches differ, they complement each other perfectly. Tovertafel offers an interactive, group-focused play experience designed for professional care settings, while Memory Lane TV provides rich, immersive content for both in-home and professional use. Together, these solutions create a synergistic effect that addresses the diverse needs of people living with dementia and their caregivers.

A Shared Vision for Quality of Life

Tover and MLTV are united by their dedication to improving the quality of life for people living with dementia through research-driven innovation. Both organizations emphasize the importance of evidence-based practices to validate the effectiveness of their products, ensuring meaningful engagement and outcomes for users. This shared vision forms the foundation of their partnership, which aims to explore collaboration across commercial, product, and research domains.

“We are thrilled to partner with Memory Lane TV, whose commitment to enhancing the lives of people with dementia aligns perfectly with our mission at Tover,” said Hester Le Riche, founder of Tover. “By combining our strengths, we can create a comprehensive suite of tools that enrich daily life for individuals and their caregivers, both at home and in professional care settings.”

Global Reach

Tover, with its presence in 16 countries, has established itself as a global leader in dementia care innovation. Memory Lane TV is widely deployed across the United States. Its content is plot-free, positive, and universally relatable. This makes it ideal for a global audience as it transcends cultural and linguistic barriers. The non-character-driven approach ensures the content resonates with anyone, creating a powerful tool for engagement and comfort for this global audience with evidence-based research. “This collaboration between Tover and Memory Lane TV represents a transformative leap in dementia care, combining innovative technology with therapeutic storytelling to deliver comfort and joy to caregivers and individuals worldwide,” said Alban Maino, CEO of Memory Lane TV.



Looking Ahead

By working together, both organizations can amplify their impact, providing caregivers and individuals with dementia access to powerful tools that promote engagement, connection, and well-being. This partnership is just the beginning of what promises to be a transformative collaboration in the field of dementia care. With a focus on innovation, research, and user-centered solutions, Tover and Memory Lane TV are set to redefine how caregivers and care organizations support individuals living with dementia.

For more information about the partnership and updates on joint initiatives, visit [Tover's](#) and [Memory Lane TV's websites](#).

About Tover - Tover is the creator of the Tovertafel, an award-winning product that transforms dementia care through interactive light projections. Designed to encourage physical activity and social interaction, Tovertafel creates moments of joy and connection in professional care settings. The all-in-one interactive gaming system combines a projector, infrared sensor, and software to provide high-quality games that are proven to be effective at physical, cognitive, social and sensory levels, and improve quality of life.

Link to short overview video: <https://www.youtube.com/watch?v=RIK53oFgym5>

About Memory Lane TV - Memory Lane TV creates a multi-sensory and engaging series of programs adapted for people living with memory loss and their care partners. Their research-based content is designed to activate and stimulate individuals living with dementia, and used in both professional and home settings to provide therapeutic benefits and improve the overall quality of life.

Link to short overview video: <https://vimeo.com/756879854>

For press inquiries, please contact:

Tover BV:

Claudia de Widt

claudia.dewidt@tover.care

Memory Lane TV:

Sophie greenwood

moviemaker@memory-lane.tv