



For Immediate Release:

MākuSafe Announces Launch of MākuSmart AI, Bringing Conversational AI to Real-Time Safety Intelligence

New capability allows safety leaders to “have a conversation with their risk data” using leading indicators captured directly from the front lines of work

WEST DES MOINES, Iowa - May 14, 2026 - MākuSafe today announced the beta release of **MākuSmart AI**, a new conversational generative AI capability integrated into the company’s connected worker platform. Powered by real-time leading indicator data from wearable technology and frontline worker input, MākuSmart AI enables organizations to interact with their safety and operational data in an entirely new way to eliminate hazards, reduce risk, keep workers safe, and optimize productivity.

Rather than manually building reports or searching through dashboards, users can now simply ask questions and receive fast, contextualized insights specific to their operations, work environments, and workforce experiences.

“With MākuSmart AI, organizations can truly begin having a conversation with their data,” said Gabriel Glynn, CEO & Co-Founder. “Not generic AI outputs, but insights grounded in their own leading indicators, their own operational realities, and the real experiences of their people performing the work.”

MākuSmart AI analyzes data across the MākuSmart platform - including environmental conditions, motion and ergonomic indicators, and frontline MyVoice™ communications - to identify patterns, summarize risk, and recommend potential next steps.

The release represents a significant evolution for MākuSafe, whose platform has long utilized AI and advanced analytics to process movement and environmental data. The addition of conversational generative AI now allows organizations to interact directly with that data using natural language.

Safety and operations leaders can now just ask:

- *“I’m concerned about back and shoulder injuries in our receiving department. Based on our company’s data, identify the top five workers with the highest ergonomic risk and recommend actions to reduce exposure.”*
- *“Analyze our environmental indicators over the last month and identify which work roles may be experiencing elevated heat, noise, or air quality exposure, including trends by shift or time of day.”*
- *“Create a 30 day report highlighting the most important hazards and trends that we should be address during our next safety training meeting.”*
- *“Review our data and identify operational areas where engineering controls or capital investments may meaningfully reduce risk exposure.”*
- *“Which locations and individuals are experiencing ergonomic strain, or environmental risk that we may not be seeing or isn’t being reported. When is this happening, and what actions should we take?”*

MākuSafe developed the technology in response to client demand for faster access to meaningful insight and more practical ways to operationalize growing volumes of safety data.

“Most AI in the EHS space is being layered onto systems designed primarily to document what has already happened,” said Mark Frederick, CTO & Co-Founder. “MākuSmart AI is fundamentally different because it’s built around real-time leading indicator data captured from work as performed - including environmental exposure data, motion and ergonomic indicators, and frontline worker observations.”

A key differentiator is the inclusion of **MyVoice™**, MākuSafe’s frontline push-to-talk communication capability, which allows worker observations, good catches, and near-miss reporting to become part of the AI-enabled insight process.

MākuSmart AI has already been used internally by MākuSafe teams and by select long-term customers during an extended beta period prior to broader release.

The company emphasized that client privacy remains central to the platform:

- Client data is not used to train external AI models
- Organizations maintain control over participation and may opt out entirely
- No personally identifiable information (PII) or biometric data is collected by the wearable platform

The beta release of MākuSmart AI is now available to eligible MākuSafe clients within the MākuSmart platform.

About MākuSafe:

MākuSafe is a leading connected worker wearable and safety data analytics platform designed to help organizations reduce workplace incidents, improve operational visibility, and enhance productivity through real-time leading indicator data. The MākuSafe Ally™ wearable and MākuSmart™ platform provide actionable insights into motion, environmental conditions, ergonomic strain, and frontline worker experiences - empowering organizations to move from reactive safety management to proactive prevention.

Visit makusafe.com for more information.

Contact:

Tom West, VP
(515) 490-6202
tom@makusafe.com