

## **17<sup>th</sup> October 2012: Revolutionary new product that helps you keep track of your valuable belongings**

*Introducing hipKey™, hippih's revolutionary new app enabled accessory for your iPhone and iPad launching today*

People are sometimes forgetful or distracted, especially when they are in stressful situations. This is when they tend to lose or forget their belongings. Imagine leaving behind your iPhone? What a catastrophe! With this in mind, hippih decided to design a product that would solve this common problem, by helping you keep track of your valuable belongings

### **So many features in one simple device**

Designed with your needs in mind, the hipKey™ comes with four standard features aimed at making your life easier. Unlike so many other tracking devices on the market, hipKey™ has more than just one function, making it one of the best tracking devices currently available.

Alarm Mode will alert you immediately if you get separated from your iPhone® or iPad®. Its built in Safe Zone feature (patent pending) enables you to control your hipKey™'s functionality by setting up personalised locations. Perfect for use at home or the office, the Safe Zone feature will automatically adjust the alarm settings, so you don't have to worry about your alarm disturbing you while you are at work or relaxing at home.

Find Me Mode is designed to help you locate your hipKey™ or your iPhone® or iPad® as quickly as possible. By simply pushing the Find Me button, the device will trigger an alarm helping you figure out the location of your hipKey™ or iPhone® or iPad®.

Child Mode helps you keep track of your child in public places by immediately notifying you if they move out of range. As soon as they move back into range the connection between the hipKey™ and your iPhone® will be re-established and you will be able to locate them using the Find Me feature.

Motion Mode is the ideal feature to keep track of your belongings. Simply attach the hipKey™ to the item you want to protect and if anyone moves it you will be immediately notified by an alarm.

### **Durable, elegant, simple design**

The design concept behind hipKey™ was to create a device that was not only aesthetically pleasing but also practical and highly functional. The anodised aluminum outer area covers the high quality two-component plastic parts, making sure the hipKey is built to last. The special crescent shaped design also prevents you from accidentally pressing keys when carrying the device.

## **About hippih**

The team behind hippih is dedicated to developing innovative, affordable accessories and solutions that are designed to make your life easier. All of our products are designed using state of the art technology that not only looks good, but more importantly, really works. We are very proud of our products and we want you to enjoy using them, which is why we only work with the best raw materials and green technologies. Our team of experts includes artists, researchers, industrial designers, creatives and engineers, who work hard to turn our ideas into reality.

## **Always by your side**

With hipKey™ always at your side, your life will not only be easier, but the device will also reduce the amount of time you spent aimlessly searching for your belongings. For more information on how to protect the things that are important to you, visit [www.hippih.com/hipkeyhipKey](http://www.hippih.com/hipkeyhipKey)™ *is a global product and will start selling in the USA, Canada and Europe during 4Q 2012.*