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## **hippih Introduces App-Enabled Accessory hipKey™ to U.S. through Apple Online**

*Helps the World Keep an Eye on the Stuff it Loves*

**LAS VEGAS** – January 8, 2013 – hippih, the company who helps you keep an eye on the stuff you love, announced today that its hipKey™ accessory will soon be available for sale in the United States and Canada, exclusively at Apple.com. The Denmark-based company will bring hipKey to the U.S. for the first time with this launch in Apple’s online store. Designed to keep your valuables close, hipKey is an app-enabled tracking accessory for the iPhone and iPad.

“Always at the forefront of innovation, Apple demands the highest quality design, and the best functionality for their products, and we know that hipKey meets those standards,” said Danny van der Poel, CEO of hippih. “While other devices may track your belongings, hipKey is the only device on the market that provides four unique functions, in a practical, aesthetically pleasing device. We aim to make the lives of Apple customers easier with hipKey always by their side.”

Apple’s stamp of approval is marked on hipKey through the company’s interest in selling the device exclusively. Sold through Apple Online Europe beginning in November 2012, hipKey was initially available in 20 countries. After five days of sale, initial stocks were sold out, and hipKey was listed as one of the Top 5 Best Selling App-Enabled Accessories in many key countries.

A small, crescent-shaped accessory, hipKey uses Bluetooth 4.0 technology to wirelessly connect with an app on a user’s iPhone or iPad, and keep track of their most important belongings. hipKey comes standard with four features – Alarm Mode, Child Mode, Motion Mode and a 'Find Me' Feature – all of which work to make the user’s life easier. The device can be attached to any valuable (think keys, purses, suitcases and more), or a child and will track their vicinity to the connected iPad or iPhone. Using vibration and an audible alarm, hipKey notifies the user when the device is moved outside of the specified range. hipKey is also capable of tracking in reverse, using the device to help locate a missing iPhone or iPad.

hipKey comes with a unique and convenient Safe Zone feature (patent pending) that allows the user to create ‘alarm free’ location zones that can be entered and exited seamlessly. Regardless of location, the user will be notified if leaving a Safe Zone with only hipKey or iPhone / iPad.

The hipKey will be available on Apple’s website for \$89.99. hipKey is currently compatible with the iPhone 5, iPhone 4S, iPad mini, iPad (4<sup>th</sup> generation) and iPad (3<sup>rd</sup> generation). For more information on hipKey, or the first ever crowdsourced lost and found for the world, designed by hippih, visit the company’s website at <http://hippih.com>.

**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 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, creative and engineers, who work hard to turn our ideas into reality.

[www.hippih.com/hipKey](http://www.hippih.com/hipKey)

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