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**Keep your valuables safe during Mobile World Congress with hipKey™**

**BARCELONA, SPAIN** - 21<sup>st</sup> February 2013 - More than 70,000 people will descend on Barcelona for Mobile World Congress from Monday 25<sup>th</sup> February. Unfortunately many will be victims of street crime including the theft of bags, wallets and, of course, mobile phones.

One company at the show has created a unique way to protect valuables. hipKey™, a key ring sized innovation from Danish company hippih, uses Bluetooth technology to wirelessly link to an iPhone, iPad or iPod Touch. The hipKey™ connects to Apple devices via a free iOS App\*. Once the device is paired to hipKey™ it creates an invisible force field that will alert the user if an item, such as a bag, is moved or if it strays too far from your iPhone or iPad.

Danny van der Poel, CEO of hippih said: “At big events like Mobile World Congress there are many people in an unfamiliar city who can be targets for street crime. hipKey™ alerts you when your valuables are moved or forgotten.”

hipKey™ has four modes:

- **Alarm Mode:** sounds an alarm if the phone and hipKey™ lose connection. The alarm can be set to sound from a short distance (as low as 2 metres) up to a long distance (up to 50 metres).
- **Motion Mode:** Place hipKey™ on your bag and the built-in motion sensor will trigger an alarm if the bag is moved. Ideal for securing laptop bags or rucksacks.
- **Child Mode:** hipKey™ can even be attached to your child and you will be warned should he or she wander away.
- **Find Me Mode:** Lost your phone down the sofa? Press the ‘Action’ button on hipKey™ and the device will emit an alarm and vibrate so you can locate it.

At only 50mm in diameter and 7mm thick, hipKey™ is compact enough to hold comfortably in your hand, slide into a pocket, attach to a key ring using its durable built-in key hanger or stow away in a bag unnoticed. Sculptured in anodised aluminium, this ring has a quality and robust build, designed to withstand a life in constant transit.

hippih is also the name behind [CrowdSearching](#), a revolutionary online community that uses the power of social media to help people around the world find their lost belongings. Whether lost or found this crowd-sourced website is an effective platform to reunite people with valuable items or family pets that have gone missing.

hippih will be exhibiting the hipKey™ at Mobile World Congress, **Hall 6, Stand 6F30**

\*The hipKey™ works with iPhone 4S, iPhone 5, iPad (3<sup>rd</sup> generation), iPad (4<sup>th</sup> generation), iPad Mini and iPod Touch (5<sup>th</sup> generation)

The hipKey™ is available to buy at Apple Stores and online in over 22 European countries, priced £69.95 (UK) and €84.95 (rest of Europe)

For more information on hipKey™ visit [www.hippih.com/hipkey](http://www.hippih.com/hipkey)

Follow hippih on Twitter: @hippih

View hippih videos on [YouTube](#)

### **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.