

TRACKR LAUNCHES FIND MY PHONE SKILL ON AMAZON ALEXA ENABLED DEVICES

Submitted by: Trackr

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"New TrackR Find My Phone skill for Amazon Alexa is the first and only "find my phone" skill on the platform"

TrackR is an Alexa Fund recipient—The Alexa Fund (<http://developer.amazon.com/AlexaFund>) is named for the cloud-based voice service that powers Amazon Echo, and provides up to \$100 million in investments to fuel voice technology innovation from developers, manufacturers and start-ups of all sizes.

Tuesday, August 16, 2016 – London, UK –Today, TrackR (<https://www.thetrackr.com>) announced a new integration with Alexa, the cloud-based voice service behind the Amazon Echo speaker, which allows customers to locate a misplaced phone by simply saying, "Alexa, ask TrackR to find my phone." This is the first and only "find my phone" skill available on Alexa enabled devices.

With this integration, not only can Alexa perform tasks like reading the news, reporting the weather and providing sports scores, but now Alexa can also locate any phone with the TrackR app. Customers can enable the TrackR skill within the Alexa app or by saying, "Alexa, enable the TrackR skill." Then, to locate a phone, TrackR users can say, "Alexa, ask TrackR to find my phone," and Alexa will ring it loudly – even if it is on silent mode.

"Nearly half of all mobile phone users misplace their phone at least once a week. With the new TrackR skill for Amazon Alexa, customers can now say, 'Alexa, ask TrackR to find my phone' and get an immediate answer, rather than 'Honey, where's my phone?' followed by five minutes of frantic searching," said Christian Johan Smith, president and co-founder of TrackR. "Our integration with Amazon Alexa and the Alexa Fund is the next phase in building a comprehensive platform that remembers where your items are so you don't have to, a concept that we believe is instrumental to the success of the consumer inventory management space."

Amazon released the Alexa Skills Kit (ASK) last year as a quick and simple toolkit for developers to create new voice-driven skills and capabilities for Alexa. Using ASK, TrackR developed an entirely new skill for customers designed to provide voice-enabled location services for mobile devices.

"We're excited to add TrackR to the Alexa service, creating yet another category within the 2,000+ Alexa skills already available," said Rob Pulciani, director, Amazon Alexa. "Now our busy Alexa customers have an additional skill to help them get out the door, and on with their day that much easier – losing your phone between the couch cushions is officially a problem of the past with the new TrackR skill and hands-free convenience of Alexa."

TrackR bravo is available through the Amazon Launchpad program for startups at www.amazon.com/launchpad. The complete line of TrackR devices is available at TheTrackR.com.

About TrackR:

TrackR is a Santa Barbara, CA-based startup company founded in 2009 whose mission is to completely automate the process of personal organization and item management. TrackR's innovative technologies —

app software, technology and wireless devices — redefine personal organization by transferring the task of remembering where all of your items are to computers. TrackR was named #155 on Inc. 500's Fastest Growing Companies in America in 2015. TrackR has received investments from Brad Feld of Foundry Group, Amazon, Inkwell and Orange Fab. TrackR is available at www.TheTrackR.com and select retail outlets worldwide.

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