

TRACKR LAUNCHES NEW FEATURES TO MAKE THE TASK OF REMEMBERING WHERE ITEMS ARE EASIER

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Family Sharing and Custom Printing make TrackR bravo smarter and more personal

Tuesday, July 26, London, UK – Today, TrackR announced two new features for its TrackR bravo (<https://www.thetrackr.com/bravo>), designed to make the device smarter and more personal. Family Sharing allows TrackR users to share items with groups of selected people that make sense for their daily life, while Custom Printing allows TrackR users to print any photo directly onto their TrackR bravo so the device fits seamlessly into their style.

With the Family Sharing option, TrackR users can share items in the context of groups that they interact with most in their daily lives – families, roommates, neighbors, etc. – enabling a “group effort” approach for quickly locating misplaced items. For example, a user could set up a “Fami-ly” group that includes their spouse and children; within that group, they could share their TrackR-ed TV remote, car keys, and cat so anyone in the family can help find those items. The same user could set up a “Neighbors” group, in which each group member shares their TrackR-ed pet, so the whole neighborhood could look for Fido if he gets loose. Setting up groups, adding members, and sharing items is simple and makes it faster and easier to track lost items that you share with those groups anyway.

Custom Printing makes TrackR bravo devices more personalized than ever. Any photo can be printed directly onto the TrackR using UV-LED technology, so it will never rub off. This level of customization turns the TrackR into a special gift, a corporate give-away or custom keychain. Custom Printing costs an additional \$4.99 per TrackR bravo.

“We are building a platform that remembers where your stuff is so that you don’t have to, and TrackR bravo is an integral part of that platform,” said Christian Johan Smith, president and co-Founder of TrackR. “With Family Sharing and Custom Printing, TrackR bravo becomes an even more powerful tool for keeping track of your most important belongings, while also fitting more seamlessly into your everyday life and style. That’s the future of consumer inventory management as we see it.”

TrackR bravo is the thinnest and most durable tracking device on the market, helping people find more than one million things every day. Customers can attach a TrackR bravo to anything they don’t want to lose – keys, pets, luggage, etc. – and quickly locate misplaced items by ringing them or seeing their location on a map. TrackR bravo has the world’s largest Crowd GPS network; if an item is truly lost, the entire TrackR community is activated, and will anonymously up-date the customer with the exact GPS location of their lost item.

TrackR bravo devices are available at [theTrackR.com](https://www.thetrackr.com/). (<https://www.thetrackr.com/>) Custom Printing is available upon re-quest at checkout.

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 computer. 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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