

TRACKR PIXEL, A SMALLER, LIGHTER, LOUDER, MORE VERSATILE ITEM TRACKER, COMES TO MARKET

Submitted by: Trackr

Monday, 5 June 2017

TrackR pixel's loud ringer, bright LED light and long Bluetooth range help people easily find and keep track of their important items using an app and global network

Monday, June 5, 2017 – London, UK – Today, TrackR (<https://www.thetrackr.com/>), a leader in personal item management, announced general availability for TrackR pixel (<https://store.thetrackr.com/pixel/>), one of the smallest and brightest Bluetooth tracking devices on the market. In addition to having a longer range and louder ringer than TrackR bravo, TrackR pixel includes an LED light that makes it simple to locate items in the dark, comes in nine colors to fit anyone's personal style, and is offered at a lower price point to make tracking everyday items more affordable.

“Our goal is for people to no longer need to remember where all their items are located. Instead, technology should keep track of where our things are for us and our families,” said Chris Herbert, CEO and Co-Founder of TrackR. “TrackR pixel is a step towards that future with its small and light design, built-in LED light, over one year battery life, and expansive Bluetooth range, making it one of the most versatile and easy-to-use tracking devices out there. Plus, it's backed by the TrackR Crowd Locate network, which helps our customers find more than two million items worldwide each day.”

With a free key loop and adhesive included, TrackR pixel can be attached to any item that gets commonly lost or misplaced – keys, wallet, bags, even pets – ensuring that people always know the location of their important belongings. Once the device is paired with the free TrackR app, customers can not only loudly ring their misplaced item, but can also make the attached TrackR pixel light up, making finding faster and easier, whether the item is at the bottom of a bag, under the couch, or between car seats. Simultaneously, users can track item locations on the convenient in-app map.

If an item is lost outside of range, TrackR's Crowd Locate Network is activated, enabling the owner to receive anonymous updates of the last-known location of their missing item whenever another one of the millions of TrackR users passes within range of it. The Network receives more than 360,000,000 individual item updates every month. Additionally, with Family Sharing, TrackR users can share items with family members so everyone can help find those missing car keys in the morning from multiple phones and TrackR accounts. TrackR also integrates with Amazon Alexa-enabled devices like the Echo, making it quick and easy to ring and find a missing phone. Pressing a button on the TrackR pixel device can also ring a misplaced phone – even if it's on silent.

As with all TrackR devices, TrackR pixel is designed to last and uses a replaceable coin cell battery, making the cost of ownership low and enabling people to track everything their family owns. TrackR pixel is the lightest Bluetooth tracker on the market; it's also one of the smallest at just 5.6 mm thin and 26.2 mm in diameter. Currently available in nine colors including red, yellow, white, black, orange, green, blue, purple, and pink, TrackR pixel can be purchased for \$24.99 at www.thetrackr.com today and will be available in US Best Buy stores and online on June 4, 2017. TrackR pixel can also be purchased in eight-packs for a special price of \$99.99.

About TrackR:

TrackR was founded in 2009 to make lost items a thing of the past. The company's app software, cloud databases and wireless devices revolutionize how consumers keep track of their items, seeking to create a world where valuables no longer get lost. TrackR has shipped more than 5 million devices, has been ranked #1 as the fastest growing company by Pacific Coast Business Times and #155 by Inc. 500. TrackR is backed by The Foundry Group, Resolute Ventures, IncWell Capital, OrangeFab, Amazon Alexa Fund and others. With TrackR, your search is over. TrackR is available at www.TheTrackR.com and retail outlets worldwide.

Press Contact:

Florie Lhuillier / Verena Franco
trackr@positivemarketing.com
+44 (0)203 637 0632