



Wistiki by Starck - the end of lost. Now on Indiegogo.

San Francisco, November 2015 – Wistiki, a leading, Paris-based provider of connected devices, roll out the FOUND YOU! collection of four **premium connected accessories**, designed by famous international renowned creator **Philippe Starck**, that help you find your items from your smartphone. These unique products redefine this fast-growing market, **abandoning the one-size-fits-all approach of competitive offerings to deliver differentiated trackers with specific applications and high-end materials**. You now have the opportunity to pre order this design line on the crowdfunding platform Indiegogo: <http://igg.me/at/wistikibystarck> But there's more. With Wistiki you're part of something bigger : the end of lost. Our « Lost & Found Community 2.0 » is initiating a revolution, and everyone is welcome. More than connecting people with their belongings, **we're helping to connect people with hope by supporting those who have lost everything**.

Intuitively designed for a specific human need

Ushering in the "end of lost", the collaboration between Wistiki and Starck has created intuitive, ultra-adapted and elegant accessories that help people **find their belongings from their smartphone, with a free app without subscription**, so they can relax and enjoy life. Unlike any other connected devices, each product is created for a specific use that blends seamlessly with our modern lifestyles.

By **rethinking the ergonomics of connected trackers as well as their usages and their advantages**, Wistiki is revolutionizing the market introducing its new products:

- You know the frustration of losing your keys? Well, it's over. **voilà!** easily attaches to your keys and other sentimental items to help you track and find them when lost.
- Ever misplace your wallet? No problem. **hopla!** is a self-adhesive, 3 mm slim, card shaped product that is designed to discretely integrate with your wallet and other surfaces.
- Your little one often loses his teddy bear? Easy peasy. Created for kids, **ta-da!** is a unique soft toy with integrated Wistiki technology to help you track and find it, if lost. It also glows in the dark at night!
- And no more putting up "lost" signs for your dog. **ahā!** is a medal shaped tag that attaches beautifully to your pet's collar in case he or she runs away.
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Outperforming and outdistancing the competition

- Battery life of the Found You! collection lasts up to **3 years** vs 6 to 12 months for currently available products on the market
- Wistiki by Starck products have a 3X improvement in range over others – **up to 328 ft. (100m)** vs 115 ft. (35m)
- The **unique ringtone** of the products make it more pleasant and approximately 3X louder (90 Decibel) than most trackers on the market

Luxury meets Technology

100% made in France, this premium collection is as attractive as it is practical. With features such

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as a solid **gold** antenna, brushed metal case, and a tip inspired by **luxury fragrance designers**, the entire collection is the result of a high-end production chain dedicated to making voilà!, hopla! and ahā! the “jewelry collection” of connected devices. This elegant design line comes in a range of 4 vibrant pantone colors, while ta-da! is the first soft toy inspired by Starck with an integrated harmless tracking system and a must have for children and **fashionable parents**.

Outstanding and advanced features

- **Ringtone and hot/cold Radar** : Use your smartphone to make Wistiki ring and easily find whatever you have mislaid! You’re desperately looking for your remote because your favorite TV show is starting in a minute ? Save time and find it quickly by making it ring and locate it under your sofa cushions.
- **GPS Locator**: Locate the item you have lost anywhere in the world on the Wistiki app map using its most recent GPS coordinates. The app records the last time that you were close to your Wistiki. Afterwards the crowd GPS takes over. Each person who has the Wistiki smartphone app, anonymously updates the GPS data of all lost Wistiki around.
- **Reverse Ringtone** : If you have lost your smartphone ... make it ring by pressing the button on your Wistiki. Imagine you’re in a morning rush and you’ve got your keys but can’t find your phone, well we have a solution either way !
- **Virtual Leash** : You can activate the electronic leash mode in order to be alerted when your item is moving away from your Smartphone. Put a Wistiki onto your bike parked in front of your house ; if someone takes it away you’ll get a warning.
- **Reverse Virtual Leash** : Get an alert to know when your Wistiki is getting closer ! Got the feeling that you’re always the last person getting your bag at the baggage carousel – relax, thanks to this feature you’ll know when it’s approaching.
- **Share your Wistiki with Multiple Users** : Not only can you manage up to 10 Wistiki from your smartphone, but you can now transfer your rights so that more than one smartphone can keep track of your Wistiki. For example if you’re not sure whether you forgot your wallet at home, allow your partner to manage your Wistiki so he can locate it also.
- **Active Community (live chat)** : In case someone finds a lost item with a Wistiki on it, he or she just has to download the Wistiki app to contact the owner and anonymously live chat so that the precious item can be returned.

Created for the good of everyone

Not only are we here to help tackle the small things, but the big things too. The three brothers along with Philippe Starck share a personal need, a sincere and profound desire to contribute putting an end to misfortune around the world. The end of lost is a global action. While we are conscious that people get over losing their small belongings, we want to serve a bigger cause and help those who are in need of more significant things, things you cannot get back with a tracker, such as a lost home, a lost hope

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or a lost parent. In line with this we will create the "Wistiki Foundation" partnering with the most reliable charity organizations. This year Wistiki plans to donate 25% of its 2015* net profits to international children's organizations.

*Wistiki SAS 2015 operating year is from March 2015 to March 2016

Staying true to our crowdfunding roots

Beginning with our initial crowdfunding efforts in France on *MyMajorCompany*, the backer community has truly made us who we are today. At Wistiki we are relying on our supportive community where people help each other find their belongings and on another level we show solidarity by helping great causes. Crowdfunding perfectly reflects these aspects of collaborative spirit. We're staying true to our roots, by launching a new campaign on the American platform Indiegogo where you can pre order the products. As a reward for their support, our Indiegogo backers will have the exclusive benefit of receiving first delivery on the Wistiki by Starck collection at up to 65% off the retail price.

From three brothers to the world

Imagined by three French brothers just three years ago, Wistiki is now a leading provider of connected devices in Europe. The launch of our first Bluetooth tracker allowed us to get a deep understanding of the market demand. We realized that our customers want ergonomics and premium quality. We spent 2 years of Research & Development to reach perfection before exploring new markets. Today we're expanding worldwide to connect more people, with the joy that comes with the "end of lost". But we're just getting started. There's a lot more ahead. Together with Philippe Starck and a team of 25 passionate professionals, we are building a Wistiki brotherhood and sisterhood around the globe.

www.wistiki.com

About Philippe Starck

Philippe Starck is an internationally acclaimed French creator, designer and architect. His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places. This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be "good" before being beautiful. Philippe Starck and his wife, Jasmine, mostly live on an airplane or in the "middle of nowhere".

www.starck.com

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