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Introducing FiLIP

*The first wearable phone for
your child*



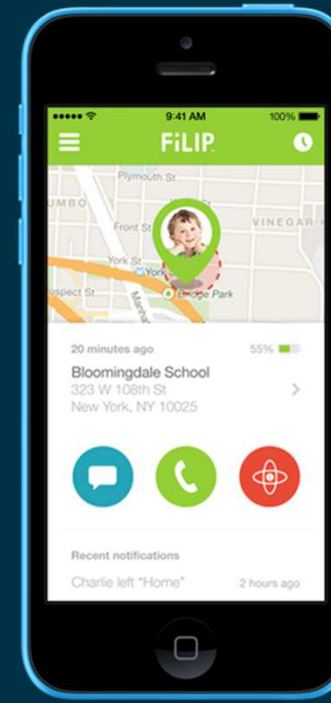
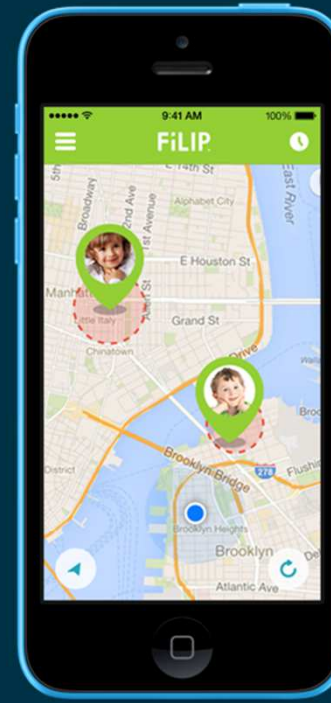
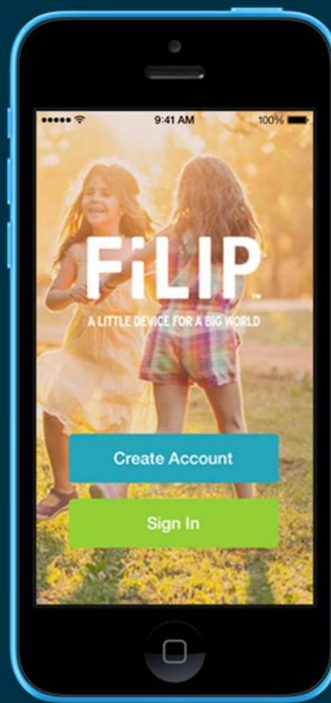
Introducing FiLIP : The Wearable Phone



FiLIP is the first wearable phone for kids (4-11), and a smart locator, designed to keep parents and kids connected (autonomy, fun and peace of mind)

Introducing FiLIP : The App

All features and functionality is easily controlled from an App on the parents phone



Introducing FiLIP : The 5 Key Features



Intelligent Emergency: An emergency button triggers an automatic location beacon, ambient sound and call recording, automatically calls preconfigured contacts and sends a push notification to the primary account holder



Location: Mobile app can locate FiLIP using a blend of GPS, cell tower location, and WiFi to provide the most accurate location information, indoors and outdoors



Voice: Parents can easily program in the mobile app the only 5 contacts that are allowed to communicate with FiLIP. Kids can also use it to call their friends (fun)



Safe zones: FiLIP automatically notifies parents smartphone when a child enters or leaves a pre-determined zone



Messages: Contacts can send short one-way text messages to FiLIP to keep in touch without calling

Other features: Water resistant, IP67 rating, Filip customer care call centre and emergency services management (available for the watch lifetime), 48 hours battery life

Introducing FiLIP : Multiple Colors and Accessory



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You can easily change the accessory yourself!




Introducing FiLIP : Customer insights

Quantitative (online interviews to parents per market)

- Main Insights
 - Importance of being able to locate child **92%**
 - Importance of child being able to contact parent **88%**
 - Importance of parent being able to contact child **90%**

- Reaction to FiLIP (net Top 2 Box)

			
Liking	94%	99%	91%
Relevance	80%	84%	63%
- Purchase consideration (pre priced)

			
Yes	60%	63%	56%
Maybe	30%	31%	30%

European research

Qualitative (friendship kids trios per market and gender)

- Wow! This is really cool!
Boy, 6
- “Can we take them home?”
Girl, 7
- “We could play walkie - talkies” Boy, 9
- “the best thing about it is I can call my friends” Girl, 9
- “You could play hide and seek, spies or last man standing!” Boy, 9
- “We can use it on our holidays like a walkie-talkie” Girl, 7
- “They look epic” Boy, 9
- “We could play spies!” Girl, 7
- “I’d say to my parents that it’s really good, you can see where I am” Boy, 9
- “It’s quite cool, without the watch you couldn’t tell your mum if you were hurt” Girl, 7

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