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**THE WRIST WATCH THAT COUNTS DOWN YOUR LIFE (BUT IN A GOOD WAY)**

We're Kickstarting a watch that counts down your life, in order to make the world a better place!

**IMAGINE SOMEONE TOLD YOU** that you only had 1 year left to live. How would that change your life? For all of us life comes with a best-before date, and one day we'll find ourselves at the end of the line. Gee, you're thinking, this is a really depressing press release!

But, wait, there's good news too! While death is non-negotiable, life isn't. The good news is that life is what you make of it – and it can be beautiful! All we have to do is learn how to cherish the time and the life that we have been given, to honor it, suck the marrow from it, seize the day and follow our hearts. And the best way to do this is to realize that seconds, days and years are passing never to come again. And to make the right choices.

**THAT'S WHY WE'VE CREATED TIKKER**, the death watch that counts down your life, just so you can make every second count, and have the time of your life.

TIKKER, the wrist watch that counts down its wearers life, from years to seconds, is the brain child of Fredrik Colting. He came up with the idea of a "death watch" when his grandfather passed away several years ago.

*"It made me think about death and the transience of life, and I realized that nothing matters when you are dead. Instead what matters is what we do when we are alive."*

But despite it's somewhat morbid nick name – TIKKER has come to be called "the death watch" by people in

and around the development group – Fredrik really doesn't see it as one.

*"Forget all about 'smart watches' that will keep you connected to your work email 24/7. How about a watch that is designed to actually make you happier, and help you get a better life? A happiness watch. That's what TIKKER is designed to do."*

**SETTING UP AND USING TIKKER** is easy. The wearer simply fills out a questionnaire, deducts his/her current age from the results, and TIKKER is ready to start the countdown. From years to seconds it presents time ever moving, never standing still, and our lives dwindling towards the final rest. Unethical? Morbid? Fredrik doesn't seem to think so.

*"The occurrence of death is no surprise to anyone, but in our modern society we rarely talk about it. I think that if we were more aware of our own expiration I'm sure we'd make better choices while we are alive."*

**TIKKER is live on Kickstarter from September 30!**

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