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Wearable Alert Device from VSN Mobil is Crucial Connection to Summon Help Anywhere

Fort Lauderdale, Fla. – May 22, 2014 – Personal security and safety are things everyone values, but they're often taken for granted. Today, VSN Mobil introduces the V.ALRT, Personal Emergency Alert Device, a small wearable device that works with a smartphone to send out urgent calls and texts at the touch of a small button, summoning help wherever and whenever someone should need it. The V.ALRT is available for purchase starting on May 29th at www.VSNMobil.com and Amazon.com for \$59.99.

“The ubiquity of cell phones has transformed people’s access to each other. Yet, there are still situations when a cell phone is not within reach, or is inconvenient or impractical to carry in your hand,” explains Matt Gordon, Vice President of Strategic Marketing at VSN Mobil. “It’s at those exact moments – when exercising outside alone, living independently with a medical condition, or sending a child out on a bike ride – when the V.ALRT serves as a useful connection between people and the help they need.”

The V.ALRT is an ergonomically designed device that can be carried discreetly in a pocket or a bag, worn on the wrist with the included band or around the neck as a pendant. Using a multi-axis accelerometer and Bluetooth® SMART (Bluetooth 4.0 LE) technology in association with a software application from VSN Mobil, the V.ALRT initiates calls and text messages from a smartphone. With the push of a button, the V.ALRT connects with the smartphone to send personalized text messages and makes phone calls to three pre-selected contacts. The customizable text message will indicate that help is needed and also provide location information using the GPS feature on the smartphone (when available). The V.ALRT application can also be set to Fall Detect Mode to automatically notify your preselected contacts should a fall be detected.



The V.ALRT provides up to a year of use before needing to replace the battery. The V.ALRT's companion app is available for both iOS and Android™ phones and is fully customizable, yet simple to set up.

“The V.ALRT is simple and versatile. Almost anyone can use it. Soon, it will become a vital tool in keeping people connected to their kids, aging or ailing parents, or anyone in need of help during unexpected times of trouble,” adds Gordon.

The V.ALRT is the first product introduced by VSN Mobil, a company founded by accomplished executives from Motorola, Samsung, Blackberry, Foxconn, General Dynamics and Pininfarina, among others. VSN Mobil designs and manufactures consumer electronics that meet the needs of everyday life and are unique in their durability, affordability and design.

Active and Secure – When running, hiking or riding a bike, as with a number of other outdoor activities, holding a smartphone is awkward and can lead to pricey repairs if dropped. Yet, active people who exercise alone want the ability to quickly signal for help if they become injured or feel their personal well being is threatened. The V.ALRT is a “go-to” device that can be carried in a pocket, worn around the neck or wrist, or attached to a keychain. Its fall detection feature can also send an alert in a critical situation.

Connecting Families – With the V.ALRT, children can enjoy their independence while parents maintain their piece of mind. Drop the V.ALRT in a backpack or a pocket, or clip it on a helmet and kids have a hotline to home at the touch of a button. All in an unobtrusive way that won't make him or her the odd kid out.



Homebound No More – Since the V.ALRT is paired to a smartphone, and not dependent on a landline or other hardware, the V.ALRT can help people with medical conditions stay connected wherever they have their smartphone. In the yard, at the grocery store, and at home as well, if help is needed the V.ALRT will connect with the smartphone to send the programmed notifications when the button is pushed. When a fall has occurred and the button cannot be activated, the V.ALRT fall detection feature generates calls and texts to summon help. Slightly bigger than a quarter, the V.ALRT is discreet and lightweight to wear, and can even be worn in the shower.

Specifications for the V.ALRT button:

- **Size:** 32 mm diameter, 10 mm thick
- **Weight:** 8 grams
- **Environment:** Waterproof (up to 1 meter for 30 minutes)
- **Battery:** Comes with a replaceable CR2032 battery that is commonly available and lasts up to one year depending on use.
- **Range:** Bluetooth 4.0 technology allows for a range of up to 75 feet indoors and up to 300 feet outdoors between the V.ALRT and the smartphone
- **Accessories:** pendant and watch band

Specifications for the V.ALRT software application:

- The V.ALRT application is available on iTunes for iPhone®4s/iOS 7 or newer releases and in Google Play for Android™ 4.3 or newer releases
- To pair the V.ALRT, the smartphone must have Bluetooth® SMART (Bluetooth 4.0 LE) wireless technology.

About VSN Mobil

VSN Mobil's founders set out to do something groundbreakingly simple: deliver consumer electronic devices that meet the needs of everyday life. Excitement for this concept attracted a team of some of the most accomplished executives from the most elite companies in the world – Motorola, Samsung, General Dynamics and Pininfarina, among others. Based in Fort Lauderdale, Fla., the company was founded in July 2013 and designs and manufactures devices that are unique in their durability, affordability and design. For information about VSN Mobil and its products, visit www.VSNMobil.com