

## ASX ANNOUNCEMENT/MEDIA RELEASE

31 March 2016

# IOT GROUP TO LAUNCH FIRST FLYING SELFIE PRODUCT, CAPITALISING ON THE GLOBAL PHENOMENON OF THE ‘SELFIE’

- The IOT Group launches the ROAM-e [www.flyingselfies.com](http://www.flyingselfies.com) to target the global phenomenon of the ‘selfie’, enabling users to take aerial selfies and video streaming.
- IOT Group also releases six new smart watches [www.outdoorkonnect.com](http://www.outdoorkonnect.com) to capitalise on the early success of its OK Viper Smart Watch with 7,000 units sold to-date.
- The IOT Group commences trading under the ticker “IOT” on the ASX.

**IOT Group Limited (ASX: IOT or ‘the Company’)**, which will commence trading under the ticker code ASX: IOT today following its successful reverse takeover of Ardent Resources Limited, is pleased to announce the launch of two new product lines that will take the Company to its next phase of growth.

IOT’s first flying selfie, called the **ROAM-e**, enables users to take selfies and stream live video with the world’s most advanced consumer device of its kind. Its ‘Follow Me’ functionality, which uses facial recognition technology developed by IOT allows ROAM-e to fly alongside the user, take selfies and stream live videos, making it the next-generation ‘selfie’ stick.

### Launch of First Flying Selfie – ROAM-e



ROAM-e also enables users to capture 360-degree panoramic shots and to view the action in real time.

ROAM-e’s fast charging capability means the device can be fully charged in just two hours, which should provide about 20 minutes of flight time. The device is also compact and lightweight and features the world’s first dual axis collapsible blades.

The product is available for advanced orders from [www.flyingselfies.com](http://www.flyingselfies.com) priced at \$349. It’s competitive pricing makes the ROAM-e an attractive product for consumers. Earlier this year Lily launched pre-orders for its Lily Camera product, a flying machine with the ability to take pictures of its user, at US\$899 and the product reportedly received \$34 million in pre-orders. Unlike the Lily Camera, the ROAM-e uses smart

facial recognition technology, as opposed to GPS and computer vision, increasing its accuracy and ability to recognise and shoot images of the user.

### Launch of six new OK Smart Watches



The Company is also pleased to announce the launch of an additional six smart watches as part of its affordable smart watch range. The expanded product line follows on from the success of the Company's breakthrough OK Viper Smart Watch product that sold over 7,000 units through Coles supermarkets. The new range of watches is available for purchase at [www.outdoorkonnect.com](http://www.outdoorkonnect.com).

Ian Duffell, Executive Director Business Strategy, The IOT Group commented: *"Our listing on the ASX as IOT is a landmark in our Company's history as it sets us up for the next phase of growth to become a global leader in technologically advanced connected consumer devices."*

*"The launch of ROAM-e and our new range of smart watches represents the next step on our product roadmap and the hard work from our team to get the products to this stage. ROAM-e's superior features and competitive pricing makes it a standout product in the market, and with first shipments expected in June we're optimistic of the product's ability to attract consumers and drive sales worldwide."*

**ENDS**

### **For more information**

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