



TheTrackR.com  
#AlwaysHaveIt



# TRACKR REVIEWER'S GUIDE

# THE TRACKR STORY

On a sunny California day, two friends, Chris Herbert and Christian Johan Smith, faced the terrifying situation of losing their car keys at the beach. The rising tide crept closer and closer to washing away their car parked in the sand. Luckily, they recovered their keys and saved the car with the help of a friendly beachgoer with a metal detector. After this experience, they set out to create a device that would not only keep track of their keys, but everything they owned. TrackR's innovative technologies redefine personal organization by transferring the task of remembering where your items are located to computers. Today, TrackR is a leader in the intelligent tracking space helping users locate over one million items every day.

# ABOUT TRACKR

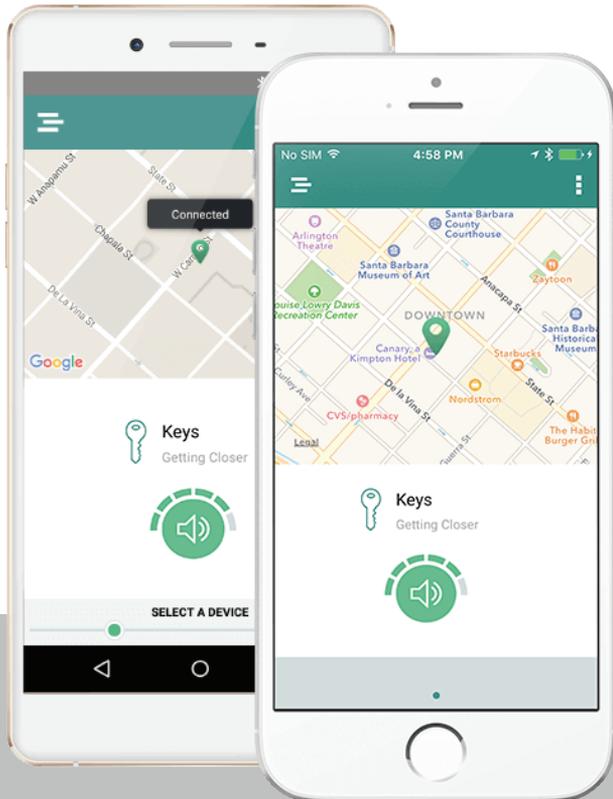
Remember when you used to have to memorize phone numbers? Now, we let our phone do that for us, freeing up space for us to focus on more important things. That's what TrackR does for your stuff - we remember where it is for you so you can get on with the business of living, knowing you always have what's important.

## TrackR by the numbers:

- TrackR bravo is the world's thinnest device for managing your belongings
- TrackR is sold in more than 2,000 stores worldwide
- TrackR's Crowd GPS network finds more than one million items every day
- TrackR was named #155 on Inc.'s 500 Fastest Growing Companies in 2015

## Top five items people TrackR:

1. Keys
2. Remotes
3. Pets
4. Wallets
5. Laptop bags



# TRACKR bravo - GETTING STARTED

1. Turn on Bluetooth in your phone settings.
2. Download the TrackR app from the App Store or Google Play.
3. Attach TrackR bravo to whatever you want to track.
4. Follow the instructions in the TrackR app to get set up.
5. Create a group and share your tracked items with family, friends or neighbors.



## WORLD'S THINNEST DESIGN

TrackR bravo is made with anodized aluminum for the thinnest tracking device ever.



## USER REPLACEABLE BATTERY

TrackR bravo uses an easily replaceable CR1620 battery. The TrackR app will alert you when it is time to replace the battery.



## WORLD'S LARGEST CROWD GPS NETWORK

Our network helps you recover belongings that seem truly lost. When a TrackR user is within range of your item, you'll receive an update with the exact GPS location.



## FAMILY SHARING

Track and ring the same TrackR bravo from multiple phones. It's perfect for shared items like the remote, shared car keys, or the family pet.



## CUSTOM PRINTING

Personalize your TrackR bravo with a custom printed image. The devices are printed using UV-LED technology so it won't rub off.



## ALEXA INTEGRATION

Lost something? Just ask your Alexa enabled device.

# MANAGE ALL YOUR VALUABLES

TrackR bravo devices are like little memory butlers for all of your stuff. While you're busy living life, your TrackR bravo devices are busy remembering where all of your valuable belongings are so you don't have to. Here's how we do it:

## Item Ringer

TrackR casts a Bluetooth signal up to a 100 foot radius. To start searching for an item, select the item from the app home screen and tap the green speaker button. Your TrackR device will sound a loud alarm, and the distance indicator will tell you when you're getting close.

## Phone Finder

Every 3.5 seconds a phone is lost in America. If you lose your phone, but have your TrackR, simply press the button on your TrackR device to ring your phone, even if it's on silent.

## Separation Alerts

For every device you track, you can choose to set up a device or phone separation alert. These custom alerts will prompt your TrackR device to beep or your phone to ring whenever the Bluetooth connection breaks.

## Crowd GPS

If an item goes missing, the TrackR app records its last known location on a map. When another user of the TrackR app comes within range of your lost item, you will receive a GPS update of where your item is.

## Family Sharing

Family Sharing allows TrackR users to share items with anyone by creating a group - family, roommates, etc - then any member of the group can share a TrackR tagged item. A family could share the remote and car keys, neighbors could share pets - you name it.



# PUT CROWD GPS TO THE TEST

1. To test Crowd GPS, you will need two users, a “hider” and a “finder”.
2. Both users need to have their location services turned on for TrackR and be signed into their TrackR account.
3. The hider pairs a TrackR bravo to their phone. Once the device is connected, the hider turns their Bluetooth off.
4. The hider moves the TrackR device to a new location.
5. The finder, with the TrackR app open and running in the background, walks to the new location of the TrackR device.
6. Wait 5-10 minutes and then have the hider check the map location of their TrackR device, it will be updated to the new location!
7. If the map has not updated, refresh the device by clicking it from the left menu bar in the TrackR app.

TrackR should fit seamlessly into your life and style. That’s why we make it easy to customize your TrackR bravo devices in three ways:

## **CHOOSE YOUR COLOR**

TrackR bravo comes in four colors: silver, blue, black and rose gold.

## **CUSTOM LASER ENGRAVING**

Have each TrackR bravo individually laser etched to display a short message. Have your return information etched into the back, add a nice message for a gift, or use TrackR bravo as a replacement for your cat or dog’s name tag.

## **CUSTOM IMAGE PRINTING**

Upload your own image and have it permanently printed on a TrackR bravo. The image is printed onto the TrackR using UV-LED technology so it won’t rub off.





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MEDIA CONTACT

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