

NILOX

At IFA 2015 Nilox introduces the future of wearable technology

Products with a unique technology and design that allow wearing security, music, sport and action

IFA, Berlin, August 2015 - During the Berlin show, Nilox (www.nilox.com), the Italian sport technology brand of the Esprinet Group, announces the extension of its range of wearable technology with new exclusive and super tech solutions, to bring your passions always with you. Bodyguard, the first wearable security device in the world, Drops, the first stereo and wireless headset, Ernest, the life coach by Nilox, and two new action cams, Evo 4K and F60 Reloaded.

“At IFA we bring two absolute innovations for the wearable technology market. bodyguard and Drops will allow Nilox to strengthen its positioning as the first Italian brand of sport and outdoor technology. Moreover, the new action cams models’ launch will contribute to the diffusion of the brand in the world, today already present in Italy, Spain and 18 other countries”, commented Michele Bertacco, Nilox Brand Director.



Nilox Bodyguard: wearable security

Nilox Bodyguard is the first wearable security device in the world. Entirely designed in Italy, bodyguard is a real portable antitheft, which allows never losing sight of the things you love worth, and a wearable phone/watch, which protects the ones who could need our help (children, old people). A multipurpose device that you can bring as a wristwatch, or attached to things thanks to a specific accessory included in the pack. With an extraordinary battery level, since it reaches 4 days of autonomy, bodyguard functions with a SIM chosen by the client (no restrictions in terms of operators), which permits to phone to some selected numbers as well as to receive calls and SMS. The SOS button, marked with the Y symbol, activates an emergency call to the numbers that have been set up and, thanks to a dedicated app (for Android and iOS), it activates the location of the device for an immediate intervention in case of need. Thanks to a

unique and very accurate tracking system, it is possible to localize bodyguard outdoor potentially everywhere, through a gps and agprs system, being able to have good tracking capabilities also indoor in big buildings. The app not only allows to know always where bodyguard is, but also to set up a “Security Area” (i.e. highlighting the zone around a house, a school, an office), for receiving an alert if the wearer enters or exits from it.

For bodyguard’s launch, an advertising campaign has been created that will be on-air this autumn. All Nilox ambassadors, included the Moto GP champion Marc Màrquez, will be involved in creating awareness of the product.

Nilox bodyguard will be available from October in three different colours (black, lime and purple) at a suggested price of 169.95 euros.

Nilox Drops: wearable music



Music becomes wearable with Nilox Drops, the first stereo and “naked” wireless headset, which allows living a completely new listening experience. Each earphone is completely independent, very little and discrete (25x25x27mm for 5 grams), with an Italian design created by Nilox to perfectly fit in the ear. Thanks to enhanced basses and a technology that grants the best sound definition and to reduce noises, the isolations is almost total and it is possible to completely immerse in the music also while doing sport. An integrated microphone and a Bluetooth 4.0 allow using the Drops also for phoning. The Ion-lithium

battery integrated in each earpiece has up to 3.5 hours of autonomy for music and calls, up to 30 hours in stand-by mode.

Nilox Drops will be available from October in five different colours (black, white, blue-yellow, red and

green fluo) at a suggested price of 199 euros. Included in the pack a removable ear hook, a specific power bank and a case.

Nilox Ernests: wearable sport



Ernest is Nilox life coach, an activity tracker complete and very easy to use. The bracelet has an essential and functional design with a touch screen and OLED display, which allows easily checking all the information about sleep, calories, steps, distance covered and activities done during the day. Ernest can be activated with a simple gesture of the wrist and, thanks to its smartwatch functions, it allows receiving push notifications, calls and reminders. It can be linked to smartphones and tablets, through Bluetooth 4.0 technology and a dedicated app for an automatic synchro, while it can be charged through a USB directly from the device.

Nilox Ernest will be available from October at a suggested price of 79.95 euros.

Nilox EVO 4K & F-60 Reloaded: wearable action



Two new models of action cam complete the range of products presented at IFA.

Nilox EVO 4K is the best action cam of Nilox, which permits to film 15 frames per second in 4K and Full HD, shooting at 16 Megapixel with 10 shoot per second and to share your braveries via WiFi. The touch screen can be removed, while thanks to the enhanced app, it is possible to control the cam up to 100 mt of distance, besides to watch and modify videos. For the EVO 4K a waterproof case has been created even more light and thin for the best portability.

Nilox F-60 Reloaded has an enhanced optics to replay your emotions in Full HD at 60 frames per second.



Underwater up to 45 meters, it offers a 170° widescreen and a complete selection of accessories as standard equipment, such as the head strap mount, two adhesive holders and the pipe clamp mount.

Both available in October, Nilox EVO 4K has a suggested price of 399.99 euro, Nilox F-60 Reloaded has a suggested price of 219.99 euro.

About Nilox:

Nilox (www.nilox.com) is the sport technology brand of the Esprinet Group. Thanks to constant investments in research and product marketing, Nilox has developed wearable technology products that are unique in the world and with an exclusive design (bodyguard and Drops), besides a wide range of on board cam (with the range Mini, F-60 and EVO) and of IT professional solutions. First Italian brand in the action cam market in the world, Nilox is distributed in Italy, Spain, Germany, France, UK and Middle East, while in 2015 it has begun entering the US market.

For further information:

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