

UNDER EMBARGO UNTIL TUESDAY 21ST JUNE, 00.01AM BST

Haltian launches matchbox-sized Snowfox Trackerphone for active families

~ Ex-Nokia employees create world's first 'trackerphone', a communication device for active families with young children

~ Device enables two way calling; GPS functionality provides parents with peace of mind knowing where their kids are ~

London, UK – 28th June 2016: Today [Haltian](#), the Finnish design and engineering start-up founded by ex-Nokia employees, launches the Snowfox Trackerphone – a two-way, matchbox-sized portable communication device designed for active families with young children.

The Snowfox Trackerphone device works simultaneously with the Snowfox smartphone application, which is free to download on Android and iOS. The device itself combines a GPS locator with the voice functionality of a smartphone, meaning parents and children can stay connected while on the move, and parents have peace of mind knowing where their kids are.

Pressing a button on the device sends a 'call me' notification to the parent via the Snowfox app. To reply to an incoming call, the child simply presses the same button on the device. Via the app, parents and guardians use the device's powerful and inbuilt location-tracking functionality. By setting up 'familiar places', adults can be notified when the tracker enters or leaves specified safe locations through automated notifications and real-time data updates throughout the day.

"Smartphones aren't practical devices for very young children. Research shows interacting with smartphone screens can be harmful, with the potential to negatively impact speech development, posture and activity levels," said Pasi Leipälä, CEO of Haltian. *"By removing the screen and reducing the size, the Snowfox Trackerphone transforms the way children interact with technology. It not only enables them to remain active and stay connected with family members, it also gives parents peace of mind in keeping their children safe."*

Key features and specifications of the Snowfox Trackerphone include:

- **Powerful real-time GPS functionality** – GPS positioning system with highly optimised antenna design for best possible accuracy
- **Voice call** – two way audio calls using hands-free speaker and microphone
- **Unlimited data and voice calls** on a monthly subscription; the device is ready to use straight out of the box
- **Good things come in small packages** – at just 50x50x12mm, the tiny device still boasts plenty of connectivity and functionality
- **Play-proof, durable design** – weatherproof for outdoor use, suitable for active lifestyles. The device can be worn comfortably, attached to various accessories such as carabiner hooks, or via the smart mini-lanyard provided while kids are on the go
- **Outstanding battery life** – up to a week of battery life with a single micro USB charge
- **Embedded SIM** – the device incorporates an embedded SIM and cellular 2G and 3G connectivity is available for global coverage

The device was soft launched in Finland earlier this month, however for those living outside of Finland looking to get their hands on a Snowfox, there is a way. Haltian is launching an Indiegogo campaign,

starting 28th June and running for 35 days. The target is to raise funds to support the launch and distribution of the device.

“Any backing we receive through our Indiegogo campaign will help us to manufacture in volume and prepare the country-specific data and voice plans within our target markets, explains Leipälä. “We believe we’ve created something really unique with Snowfox; our extensive user studies show some promising and positive initial feedback from families who want to stay connected and active.”

-ENDS-

Notes to editors

Early bird devices purchased through the Indiegogo campaign will be shipped in October, followed by subsequent shipments in November 2016 as well as general availability in autumn via an international online store. The recommended retail price for the Snowfox Trackerphone is £114 (€149), with the monthly pay-as-you-go plan at £7.79 (€9.90) per month.

For more information and product specifications, please visit the following link:

<http://snowfoxfamily.com/>

About Haltian

Haltian is a Finnish design and engineering company that brings challenging new wireless and IoT products from initial design to reality within the market. Haltian has a unique and talented team of more than 80 top engineers, who are skilled at taking the most complex ideas and turning them into premium designs. Haltian has also developed Internet of Things platforms under the Thingsee brand. The company was founded in 2012 and is now one of the fastest growing companies in Northern Finland. For more information, visit www.haltian.com