

## Who found it? G-tag

Statistically one is wasting about 38 days of his life trying to search for keys. Women lose another 107 days in their handbags<sup>1</sup>. A lot of time lost. From February Gigaset will give back this time with a new innovation – G-tag. G-tag is a latest-generation Bluetooth beacon that searches for, keeps an eye on and finds objects to which it is attached. After all, things that are important, dear to their owner or expensive should not be lost. That can be keys or laptops, as well as pets, whose collar can be fitted with a G-tag.

### Invented to help find things

Apart from its core function of searching for, or to put it better, finding things, the innovation in the Bluetooth market offers further helpful functions for everyday use. For example, a location function that enables users to find where they have parked their car in an unfamiliar city quickly and easily. A list function that reminds them to take along all the important things for their work when they leave home. Or an alarm that sounds as soon as a tagged object leaves the smartphone's Bluetooth range.

### Technology in tune with the times

All the G-tag's functionalities are enabled by the free Gigaset G-tag app, which is easy to install on mobile devices with Android 4.4.2 or iOS 7 and above and is then child's play to operate. The basis for that is Bluetooth 4.0, which maintains a permanent connection to any number of G-tags. Thanks to the low power consumption of this Bluetooth generation, the built-in battery has a service life of up to 1 year. Unlike with many commercially available rival products, it can then be replaced simply – a clear advantage for consumers and retailers.

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<sup>1</sup> Own survey in a group of 150 people asked

“You can soon lose a key or important documents for a meeting. We've developed the G-tag to spare our customers the bother that entails,” says Oliver Diener, Head of Convenient Living at Gigaset. “Searching. Monitoring. Finding. Reminding. Sounding an alarm. All in a single tiny device. And one that is very easy to control with the smartphone and special app. That not only gives users peace of mind, but also saves a lot of time. Even if a single search might only take a little time, statistics prove that seconds soon become minutes, hours or days. G-tag is there to prevent that.”

### **Smart in terms of performance, operation and color**

Gigaset G-tag is compatible with Android smartphones<sup>2</sup> with version 4.4.2 and above which also have Bluetooth 4.0 and with the Apple products from generation iPhone 4s, iPad 3, iPad mini or iPod touch 5 with iOS 7 and above. Thanks to Bluetooth 4.0 technology, G-tag has a range of up to 30 meters. The Gigaset G-tag app can be downloaded free from Google Play or the iTunes Store. It is user-friendly and as easy to operate as it is to install. So that the G-tag blends in ideally in everyday life, it comes in the colors black, white, red, green and orange and in different pack sizes.

The Gigaset G-tag will be available at retailers from February 2015 priced €19.99 (pack of 1), €49.99 (pack of 3) and €79.99 (pack of 5).

Gigaset AG, Munich, is an internationally operating company in the area of communications technology. The company is Europe's market leader in DECT telephones. The premium supplier is likewise a leader worldwide with around 1,400 employees and sales activities in approximately 70 countries. Under the name Gigaset pro, the company continues to develop and market innovative business telephony solutions for small and medium-sized enterprises. The company also operates in the smart home arena. Cutting-edge, cloud-based products and solutions for the smart home are developed and marketed under the name Gigaset elements.

Gigaset AG is listed on the Prime Standard of Deutsche Börse and is therefore subject to the highest requirements for transparency. Its shares are traded on the Frankfurt Stock Exchange under the symbol 'GGS' (ISIN: DE0005156004).

**Gigaset Social Media:** 

**Gigaset Corporate Blog:** <http://blog.gigaset.com>

**Gigaset Homepage:** <http://www.gigaset.com/de>

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<sup>2</sup> Basic functionality with Android Smartphones from version 4.4.2. Full functionality guaranteed for Samsung Galaxy (S4 & S5) and HTC One (M7 & M8).