



**NOT for Immediate Release - EMBARGOED UNTIL August 31st,
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Tile Introduces New Product “Tile Slim” and Expands Reach with “Tile Smart Location Platform”

Tile Slim, the World’s Thinnest Bluetooth Tracker, is Tailor-Made for Wallets and Purses

*The Tile Smart Location Platform Gives Other Products the Power of Smart Location; Launch
Partners Include EcoReco, Nomad and Zillion*

London, UK - August 31, 2016 - [Tile](#), the smart location company with the world’s largest lost-and-found network, today announced major moves in the consumer and enterprise markets. The company unveiled its newest consumer product - Tile Slim. Available today, Tile Slim is the world’s thinnest Bluetooth tracker designed specifically for wallets and purses. The company also introduced today the Tile Smart Location Platform, a B2B offering that allows companies to embed Tile’s smart location technology into their own Bluetooth Low Energy-enabled products, thereby helping their customers find lost items.

“The introduction of Tile Slim and our first-ever platform are significant steps toward achieving our mission to give everything the power of smart location,” said Mike Farley, Co-Founder and Chief Executive Officer at Tile. “We want to get smart location into everyone’s hands, no matter what products they use.”

The company’s newest product, Tile Slim, is purpose-built for wallets, purses, passports, laptops, tablets, and other thin accessories. Just like Tile Original, Tile Slim allows users to ring their Tile to locate a misplaced item, find their phone even when it is in silent mode, and view the last known location of their item on a map. If customers are unable to find an item at the last place it was seen, they can tap into Tile’s community, the world’s largest lost-and-found network, to help them find their lost or stolen item almost anywhere in the world. In addition, Tile Slim comes equipped with four ringtones to choose from, making Tile Slim the ultimate wallet and purse tracker. The thin form factor is also perfect for sticking Tile Slim onto the surface of a laptop or tablet. Custom adhesive can be purchased from the Tile website to ensure Tile Slim stays where it belongs.

Tile Slim retails for £29.99 each, or £94.99 for a 4-pack, and is available online today from Tile. It will be sold in retailers nationwide including Argos, Curry’s PC World, Carphone Warehouse, John Lewis & Maplin. Customers will have immediate access to Tile’s recently updated app with a brand new look.

Tile’s first-ever B2B provides businesses with a differentiated and compelling value proposition to their customers: making their products locatable through Tile’s award-winning mobile app and



proprietary network. The Tile Smart Location Platform enables product developers and manufacturers to embed Tile's smart location technology directly into their own products.

The platform offers access to the entire technology stack, mobile app and network, which reaches over 200 countries and territories. The company's first partners include:

- [EcoReco](#) -- the first connected and findable electric scooter will integrate Tile's smart location technology into their new Model R EV scooters coming this fall.
- [Nomad](#) -- an innovative smartphone and smartwatch accessories maker will launch PowerPack, a portable battery pack integrated with Tile's smart location technology, coming this fall.
- [Zillion](#) -- the ultimate smart wallet with built-in powerbank and cable adds smart location technology by Tile.

"The Tile community has powerful network effects. As more people use Tile, our service gets better and better, helping more people find more things faster," said Farley. "Opening our platform to allow other companies to build Tile's smart location technology into their products will expand our network quickly, which creates value for our community of partners and consumers by finding items even faster."

ABOUT TILE

Tile gives everything the power of smart location. Tile's devices, network and mobile app work together to help people locate the things that matter to them most. Tile's global community spans 200 countries and territories and helps people locate more than half a million items every day. The Tile Smart Location Platform makes it possible for other companies to build location into their own products. The company is based in San Mateo, CA and backed by Bessemer Venture Partners, GGV Capital and Khosla Ventures. Tile is a top seller in retail stores and is sold online around the world. For more information please visit TheTileApp.com.

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