

For its first time at the Mobile World Congress, i'm Watch is going to debut with i'm Droid 2.1 and a special application for the world of sport.

i'm Watch starts a new and smart fitness concept: i'msport.

Following the success hit at Las Vegas CES, i'm Watch is now ready to exhibit at the Mobile World Congress in Barcelona. A whole lot of other new, cutting-edge products are ready for this occasion, starting from i'msport, an application that makes fitness fun, up to the latest update of the operating system "i'm Droid 2.1" and the launch of the Bluetooth stack and an upgrade for the Handsfree device. The latter was designed to improve even more the performance and the features of this worldwide first smartwatch. For the very first time in the world and without precedents, i'msport takes up all functions needed to practice and time your workout activities and at the same time pick up a phone call, read a text message, tweet or listen to good music. Reach out to the world from your wrist with i'm Watch.

The press-day, strictly for accredited guests, will be on Monday, the 25th of February 2013, from 10:00 am - 06:00 pm at booth I 67 in Hall 8.1



Ready to go.

i'msport
fitness goes smart

Countdown

Stopwatch

Chart

Settings

Barcelona, February 22, 2013. The Italian company "i'm" exhibits at the Mobile World Congress in Barcelona for the first time. For its first-time at the largest technological show-conference in Europe, i'm has some exciting news that are bound to bring forth a new shift in the field of technological communications, including a new fitness app called **i'msport**, and the upgrade of the operating system "**i'm Droid 2.1**" designed to enhance the performance of your smartwatch thanks to the installation of two new features (a stack for Bluetooth and an upgrade for the Handsfree device). "i'm Droid 2.1" upgrade is already available and can be downloaded from the homepage **www.imsmart.com**. Great expectations also surround the presentation in Europe of another new product: **i'm Here** that was exhibited for the first time in the world at CES in Las Vegas.



Following the amazing success of the first smartwatch worldwide, i'm Watch has grown to become a cult object for technology enthusiasts and is now ready to make its debut at the Mobile World Congress with an inedited app for those who love to work out: **i'msport**.

With i'msport "Fitness goes Smart". You can use Bluetooth to connect your i'm Watch to a Zephyr heart rate sensor, you can monitor your heartbeat, you can set the workout length, and time your activities with a special app. This is why we can say that i'm Watch is much more than a sportive watch, it is a fitness tool! i'm Watch outstanding properties make it suitable for wearing on and off road, on a bike, on the treadmill and on any other surface. i'm Watch will be your running coach on the wrist and help you keeping track of your records. **i'm Watch: WEAR it and be FIT!**

Another breakthrough is represented by the new operating system **i'm Droid 2.1** and the launch of the Bluetooth stack designed for user-friendly and speedy connection of your i'm Watch with your smartphone, as well as increased stability of the connection. At the same time, a new upgrade for the Handsfree device will be launched to optimize the quality of all calls and the performance of your Handsfree device in any environment.

"After little more than one month from the CES, a new i'm Watch evolution shows evidence that our R&D activities are continuing very intensively" - states **Manuel Zanella**, inventor of the smartwatch. "We introduced the version 2.1 of the operating system, providing for a whole lot of software innovations that make i'm Watch even more versatile. One of them is a new challenging application tied to the sport field and called i'msport. For the first time in the world, users will be able to monitor their exercise while making calls, listening to music, reading text messages and read a tweet all in one device with an "Android core" customized by our technicians. This new app aims at making i'm Watch a "professional" Sport Device but most of all at fostering a through-change of the traditional "watch" approach merging the concept of wearable technology for everyday life and the one of a sportwatch. Why having two devices when just one can do just as well?"

"We are expanding our business on a global level - explains **Massimiliano Bertolini**, Manager of "i'm" Sales network. The figures are growing fast, as evidenced by sale trends. We've just started sales in Kuwait and in the United Arab Emirates and European countries, the opening of the first flagship store in Dubai is planned over the next few months, while the start of i'm Watch distribution in the USA is imminent. The design and the Made-in-Italy have gained i'm Watch an increasingly wider share of the Alternative Luxury market, and the world top department stores are already asking for it".

All visitors to our booth at MWC will receive a special gift: a 50 € discount bonus to be used for the purchase of an i'm Watch during the days following the show. Visit our homepage www.imsmart.com and enter your special code at the time of purchasing.

And here comes i'm Here, another fresh scoop straight from the CES preview. Manuel Zanella and Massimiliano Bertolini, are the promoters of a new "philosophy" aimed at importing the Smart Living concept into our daily lifestyle, introducing a number of leading-edge technologies and devices capable of improving our daily routine tasks. i'm Here, is the smallest, sleekest, most sophisticated Smart Locator you've ever seen. It sets out as a huge innovation because "Smart Living" also means "Safe Living". i'm Here is the first tracker capable of tracing your own location and that of other persons. It has a built-in SIM card developed in joint venture with another company of the Group: Zeromobile.

i'm Here is a Smart Locator GPS that detects your location as well as that of other persons. But most of all, it allows you to send off an SOS rescue-call by just pressing a panic button, which can be life-saving in certain emergencies. So, wearing or keeping your own tracker along is a perfect way to handle those risky situations that can happen over a day time to you and your beloved ones. Perfect for mothers anxious when it comes to the safety of their children on a crowded beach, in the shopping mall or in the hills during a hike; optimal for extreme and action sports like mountaineering or parachuting; and most definitely



a “must-have” for people with sensory dysfunctions such as loss of orientation or spatial awareness. All you need is to be connected and the device will quickly track the exact position of the wearer. And if you are yourself in danger, all you need to do is press a simple panic button to make a call to a pre-selected number.

Even the design is innovative; this device has all the credentials to become a new and extremely practical fashion accessory. i'm Here is astonishingly small and portable, and moreover it's wrist-wearable. Wear it on your wrist or clip it to your coat. Fit it in your backpack or a purse, but most of all carry it with you. For children, we're going to have special models in fun colors designed especially for them.

Track your life...

i'm Here: "i'm" joint-ventures Zeromobile at Barcelona Mobile World Congress 2013.

i'm Here is absolutely the smallest, dressiest and most sophisticated Smart Locator. It is the world's most innovative and accurate tracker, a device of latest generation that can locate anything or pinpoint your position on demand or at regular intervals. A pocket-size device that fits everywhere.

You really need it when hiking alone, when you want to let others know your position, or when you're finished and want to check your route. In the pocket or on the wrist of a child, it becomes an invaluable safety device for mothers who are concerned to lose their child on a crowded beach, in the hills or at the shopping mall. In sports, i'm Here tracks the routes you take, whether you're jogging, hiking, car racing or whatever. But it can also help you finding a lost suitcase or a stolen car. And what about emergencies? If you got lost, have an accident in an isolated area or simply want to let others know your location or discover the whereabouts of your teens, i'm Here is the perfect companion.



Your smartphone connects to i'm Cloud that prompts the device to transmit its position. As soon as the device transmits its data, its location is shown on Google Maps.

This modern and brand new technological device was developed in synergy with Zeromobile team. Zeromobile is the first global provider of mobile phone services specialized in low cost international roaming with coverage in over 200 countries and roaming agreements with over 400 mobile phone providers.

"i'm Here" hardware and software have been developed by "i'm", whilst Zeromobile was responsible for the mobile phone GSM network. The latter ensures that the location reported by the GPS receiver installed inside the tracker is transferred to a micro SIM connecting i'm Here to GSM networks across the world.

Press Office

press@imsmart.com

Eleonora Cazzaro | +393474143832

www.imsmart.com



What is new and most exciting about i'm Here, is that tracking does not occur through a data plan, as with most other devices on the market, but by sending texts with USSD protocol: Unstructured Supplementary Service Data is a function available on all GSM telephones. It is used to communicate with the servers of the telephone provider and is generally associated with real-time services or instantaneous messaging, with a response time generally shorter than traditional text messages.

When the position of the GPS is detected, a USSD text is sent to the Zeromobile platform using "i'm Here" GSM transmitter. The information sent is processed on the Zeromobile platform and transferred to i'm Cloud. From i'm Cloud you can see the location of i'm Here on Google Maps in real time or also compute the distance or route to reach its instant position. Alternatively, you can also set the system to perform periodic checks at regular intervals, and then see the different locations in which it was found over the selected time periods.

i'm Here will be available from the end of September onwards for € 129.00 inc. VAT or \$ 169.00. Pre-orders can be placed on the website www.imsmart.com and will require no advanced payment. The first 200 trackings are included in the purchase price, after which they will be charged € 0.05 each. Credit can be purchased on i'market, the same as for other i'm Watch apps.

Corporate Info

i'm S.p.A.

i'm S.p.A. was established in December 2011 from a transformation of the company Blue Sky S.r.l. with simultaneous capital increase from 100,000 to 1,100,000 Euros. i'm S.p.A. is owned by Manuel Zanella (25%), Massimiliano Bertolini (25%) and H-Equity, an Ennio Doris company (50%). Manuel Zanella and Massimiliano Bertolini are Chief Executive Officers; Edoardo Lombardi is the President; and Federico Carfagna is a Director.

ZEROMOBILE S.r.l.

Zeromobile is a global mobile phone operator mainly addressed to frequent business travelers and tourists, offering a new application that drastically cuts the cost of text messages, with a saving of over 85%, and allows users to receive free calls in over 110 countries. When traveling abroad, all you need to do is to insert the Zeromobile SIM into your cell phone and all of your calls in and out will be immediately diverted to the global number of the Zeromobile SIM, with the additional benefit of being reachable even on your own number while traveling. Zeromobile is a company owned by H-Equity, an Ennio Doris Company, for 50%, by Manuel Zanella for 27% and by Daniele Bortolotti for 23%. Manuel Zanella is the Chief Executive Officer of Zeromobile.

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Smart Watch, Smart People



The product

i'm Watch is the world's first smartwatch; it is a latest generation device that interacts with the smartphone allowing you to have calls, texts, e-mails, notifications, music, agenda, weather, photos and any other app directly on your wrist. You can keep your smartphone in your pocket, in your purse or on your desk and pick-up calls directly from your i'm Watch.

Italian design and technology, multitasking, super-high resolution display with a unique, bended touchscreen and unequalled performance for such a pocket-size device. i'm Watch is the perfect mix of world-changing Italian engineering and a unique, exclusive style. High-quality materials and excellent manufacturing standards make it comfortable, durable and attractive to see and to wear. Designed, engineered and built entirely in Italy, i'm Watch is much more than just a wristwatch.

Ideal also for sports. Thanks to its sensors, a limitless number of applications is possible. In addition, with its integrated Bluetooth technology, you can link it up to heart rate sensors, pedometers and other sensors. Together with the many apps dedicated to sport and fitness, i'm Watch is the perfect exercising partner. With i'm Watch "fitness" is just one step away from your smartwatch.

Technology enthusiasts certainly didn't miss that i'm Watch is the first smartwatch to be compatible with iPhones and Android phones. This device will never replace your smartphone but rather makes it possible to control it directly from your watch via Bluetooth tethering connection. The i'm Droid operating system, a customized Android version developed by i'm Watch engineers, is truly world-changing and versatile, as it provides developers the opportunity of creating any types of Apps.

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The functions

i'm Watch supports the display of analog or digital time formats, receives calls showing the caller's name and number, makes calls by dialing the number or by retrieving it out of the contacts list, checks the weather in your favorite cities and synchronizes time automatically. Thanks to i'm Droid 2, the customized Android version created by i'm Watch team has become the device with the world's most advanced smartwatch operating system. Its main, brand-new functions include:



i'm Droid 2.1 : Bluetooth stack and upgrade for Handsfree device

The Bluetooth stack allows user-friendly and fast connection of your i'm Watch with a smartphone as well as increased stability of the connection. The new Handsfree device improves the quality of the call and the speaker performance in any environment.

Smart tethering

i'm Watch intelligently uses tethering connection to your smartphone, activating it only when really needed. So it consumes less battery power of both devices. And it can also use hotspots and Wi-Fi.

i'm Cloud

With the innovative i'm Cloud system, you can control your i'm Watch remotely, thanks to powerful, high-performance cloud technology: you can manage your smartwatch apps and data via internet. And with the new i'm Cloud Mobile, you do not even need to go through your PC or Mac: all you need is your smartphone.

New interface

Richer, clearer and more responsive, it supports all the power of your i'm Watch.

Shake to hang up

To refuse an incoming call, all you need to do is shake your wrist.

Sleep Mode

If you leave your i'm Watch on your bedside table, your office desk or a counter, it will automatically switch off which will save your battery charge even more. The lag time before the device goes off after the last detected movement is adjustable to 1, 2, 3 or 4 hours.

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Compass

Sets you on the right direction, whenever you need it, thanks to the integrated magnetometer.

Movement sensors

i'm Watch contains an accelerometer, which tells you all about how you are moving.

External sensors

Thanks to Bluetooth you can connect to external sensors and control their functions. Directly from your i'm Watch, you can, for instance, access to heart rate sensors.

i'msport

With i'msport "Fitness goes Smart". You can use Bluetooth to connect your i'm Watch to a Zephyr heart rate sensor. You can monitor your heartbeat and you can also set the workout length and time your activities with a special app. This is why i'm Watch is much more than a sportive watch and rather a fitness tool. i'm Watch outstanding properties make it suitable for wearing it on and off road, on a bike, on the treadmill and on any other surface. i'm Watch will be your running coach on the wrist and help you keeping track of your records.

Handsfree device

With its sophisticated audio system, you can speak freely and clearly. Even at the wheel, without the need for anything else.

Text messages

i'm Watch alerts you, as soon as you receive a text on your smartphone. And you can read it directly from your wrist.

E-mail

Read your e-mails directly on the display: "Mail" is the perfect software for managing them in any situation.

Appointments

Not just any old calendar but a complete management system for events and appointments, synced with your schedule.

Facebook

All your friends' posts, are displayed clearly and in real time.

Twitter

List all your tweets and read your favorite ones by just a quick touch.

Instagram

See the snaps of your friends registered on the most popular photo-sharing social network.

i'moticon

An exclusive instantaneous messaging system, based upon numerous emoticons.

Size and weight

- Altezza: 52,90 mm
- Larghezza: 40,60 mm
- Spessore: 10 mm
- Peso: 90/95/130/170 g

Memory

- Flash Drive: 4 GB
- RAM: 128 MB

Processor

- CPU: IMX233

Display

- 1.54" (diagonal) color TFT display
- 240x240 pixel resolution
- 220 ppi (pixel per inch)

Operating system

- i'm Droid (customized Android version)

Power and battery

- Rechargeable Li-Po 450 mAh battery
- Rechargeable from your PC through the USB port or a separate power supply (not included).
- Standby time without Bluetooth™ connection: up to 48 hours.
- Standby time with Bluetooth™ connection: up to 24 hours.
- Talk time with speakerphone: up to 3 hours.
- Time for other uses: up to 5 hours.

Compatible smartphones and o.s.

Many i'm Watch features require an internet connection via Bluetooth™ tethering. The main operating systems and/or phones that offer this technology are:

- Android 4.0 and higher (except 4.2)
- iOS® 4 and higher

Important

- Not all phone models allow Bluetooth™ tethering.
- Not all versions of the same operating system allow Bluetooth™ tethering.
- Not all phone versions allow Bluetooth™ tethering.
- Not all mobile network operators allow Bluetooth™ tethering.

Note: i'm Watch is not a standalone phone and therefore needs to connect to smartphones.

Audio playback

- Supported formats: MP3

Materials

The materials change depending on the collections: i'm Watch Color Collection, i'm Watch Tech Collection, i'm Watch Jewel Collection.

Case: Aluminum, Titanium, Silver and Gold.

Strap colors: many different colors available.

More info www.imsmart.com

Sensors

- Magnetometer
- Accelerometer

Connectors and input/output

- 3.5 mm headphone, connection and power mini-jack
- Microphone
- Built-in speaker

Languages

Italian, English, Chinese (Simplified), Chinese (Traditional), French, German, Japanese, Korean, Spanish, Czech, Dutch, Polish, Russian.

The collections

There are three collections:

i'm Watch - Color Collection

This version with aluminum case comes in seven different colors to suit every style. Available in black, white, pink, blue, red, yellow and green.

i'm Watch - Tech Collection

i'm Watch collection is as strong as titanium, but at the same time lightweight and ergonomic. This very special smartwatch is available in two models: i'm Watch Titanium and the new line i'm Watch Titanium Special Edition in black.

i'm Watch - Jewel Collection

For lovers of luxury, a timeless masterpiece that makes i'm Watch a true technological jewel: yellow, pink, black and white gold also with diamonds. Also available is i'm Watch Silver, the elegant silver version with black, white, lilac, auburn, brown and grey straps.

The price of i'm Watch ranges from € 299.00 to € 14,999.00.



i'm Watch
Color Collection



i'm Watch
Tech Collection



i'm Watch
Jewel Collection

The world of i'm Watch

i'market

A world of apps to be discovered because it is not your usual store. It is a treasure trove of apps ready to be downloaded and installed. Leisure, video games, office, useful apps, music: there is no limit to the imagination of the developers. i'm Watch, a world to discover, invent and develop based on the ideas and needs of the users. The latest apps available on i'market include i'moticon, an immediate way of communicating that uses symbols and lets you communicate a mood by the sending of emoticons. There is also a range of apps dedicated entirely to the world of sport and fitness.

i'music

Unlimited access, millions of songs on-demand, and customized playlists.

With i'music, everything is at your fingertips. You can listen to the songs you want, anytime and anywhere, with an annual subscription for unlimited downloads. With over six million songs available (continuously increasing), the i'music service has only one goal: to make itself heard. You can create and manage playlists and listen to music of the highest quality, thanks to the refined i'm Watch audio technology.

i'm Developer

It is the portal designed and dedicated to developers who can therefore tap into the wealth of available resources and develop any type of App to enhance the functions of i'm Watch and thus make it even more useful, interesting and indispensable in everyday use.



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Biographies

Manuel Zanella, the visionary creator of successful startups, began his career as a Family Banker for Banca Mediolanum where he met Ennio Doris, and then continued to work as an entrepreneur. Zanella, 36, was born in Vicenza and is married with a 4-year old son. He exemplifies the modern-day “start-upper”, blessed with creative flexibility that allows him to form new business models and corporate visions. He turns ideas into business with a mix of innovation, technology and engineering, thus creating a new management model, or – as he likes to call it - “Smart Management”. His companies select the best of Italian and foreign talent and the average age of his staff is 24. He defines it as “a melting pot of entrepreneurship, where diversity is the creative drive that defines the success of each and every international business.”

Mr Zanella’s story reflects his motto “Impossible is Nothing”: in October 2007, with H-Invest (an Ennio Doris company) and his brother-in-law Daniele Bortolotti, he founded **Zeromobile**, the first Global Mobile Operator in Italy, dedicated to people who travel abroad for business or pleasure. The idea behind Zeromobile is to reduce international roaming costs. The company was launched in January 2008 and now has more than 1,200 sales outlets, over 90% of which are in travel agencies. Since March 2008, he has been Zeromobile CEO, with a 27% share in the company. In 2009, with his friend the entrepreneur Massimiliano Bertolini, Mr Zanella created **Winezero**, the first non-alcoholic wine. He is Winezero CEO and has a 25% share in the company, while 50% is held by Doris H-Equity Srl, controlled by Ennio Doris. Within a few months, the media was buzzing with talk of this new product. The eminent British newspaper The Independent sang its praises, as did other newspapers and magazines around the world, from Russia to China and even Brazil.

In early 2011, he designed and created **i’m Watch** the first smartwatch in the world which achieved unrivalled international success. Once again, Ennio Doris believed in the project and supported it by contributing to the share capital, and with H-Equity financed this visionary enterprise that had long been Manuel Zanella’s dream. It took i’m Watch a little less than a year to achieve worldwide distribution in over 60 countries. Among the reviews: in 2008, Manuel Zanella was nominated in the List of Top Italian Managers, and in February 2009 he was on the front cover of Economy magazine. In 2010, he was featured in an article on young managers and entrepreneurs in Capital and in 2011 he was defined by Panorama and other authoritative magazines as “The Italian Steve Jobs” for his i’m Watch invention.

Massimiliano Bertolini, a 32-year-old architect and designer, was born into a family of skilled wood carvers who could transform raw materials into works of art. This is where his love and passion for art and design originated, which would distinguish the creativity that he would bring to his companies. In 2003, he joined the family furniture business “Bertolini Arte”, founded by his father back in 1973, as Director and Export Manager. He graduated from Venice in Architecture and began marketing products that were increasingly targeted at the markets in Russia, the UAE, the United States and China and, also through his work with internationally-renowned architects, he built up an impressive number of prominent clients. “Bertolini Arte” is now an extremely important global reference point in the world of luxury furnishings. In 2009, Mr Bertolini’s entrepreneurial streak led him to join his friend and business partner Manuel Zanella in the creation of Winezero, a company distributing the first non-alcoholic wine in Italy and one of the first in the world. Winezero quickly became a success, thanks to the innovative product and the trend-setting format of its cans, which were designed and created by Bertolini and Zanella themselves. Within a few months, the media was buzzing with talk of it. The eminent British newspaper The Independent sang its praises, as did other newspapers and magazines around the world, from Russia to China and even Brazil. Massimiliano Bertolini is now President of “Winezero” and in early 2011 he followed his friend and business partner Manuel Zanella in developing sales and distribution of the i’m Watch project. Once again, Ennio Doris made a contribution to the share capital and through H-Equity financed this visionary business venture. Massimiliano is currently i’m Watch CEO.