

JIOBIT LAUNCHES THE WORLD'S SMALLEST LOCATION TRACKER DESIGNED FOR KIDS

FOR IMMEDIATE RELEASE

Chicago, June 27, 2017 - [Jiobit](#) today announced the pre-sale of their Jiobit Smart Tag, the world's *smallest and longest lasting* location tracking solution for kids. With features that set it apart from the competition, Jiobit, is designed specifically for parents and kids. It's small, durable, lightweight, waterproof, and securely attaches to clothing and shoes. Jiobit works with the parent's smartphone app to deliver notifications about a child's location no matter where they are—indoors, outdoors, above or below, and in over 120 countries. This cutting edge technology has been baked into a tiny package that includes over one week of battery life, self learning, and superior security.

Founded by John Renaldi, a father of two and a former Motorola executive, the idea for Jiobit was sparked after a scary afternoon spent in a city park with his son Ethan. "I experienced every parent's nightmare when I lost track of my 6 year old for 30 minutes," Renaldi said. "He eventually found me - he was just off playing - but I never want to go through that again."

Graduates of the prestigious Techstars Accelerator Program, Jiobit has raised \$4.6M to date. The company's vision is to continue to break barriers when it comes to size and integration so Jiobit can seamlessly incorporate into all aspects of home and family life. "Parents are incredibly enthusiastic about solutions that can help keep their kids safe and make their job a little easier," said Renaldi.

- **Designed For Kids:** Jiobit is small, lightweight, and waterproof - discreetly and securely attaching to all types of clothing and shoes. It's also modular with attachment accessories for more wearing options.
- **Battery Life:** The company has invented a technology called Progressive Beacons, which uses multiple sensors and radios that traverse wireless technologies, improving coverage and power consumption. This combination results in the ability to track in every location and industry leading battery life.
- **Machine Learning:** Proprietary algorithms intelligently determine a child's behavior, context and location to figure out routines and routes without setup.
- **Superior Security:** Jiobit deploys similar encryption as a chip credit card and has engineered the solution to ensure all data is safe. It's the first children's wearable to integrate a tamper-resistant chip to provide encrypted cloud connections and secure identification for each Jiobit device. This approach has caught the attention of Norton's Chief Scientist, Mike Spertus, who recently joined as a technical advisor to the company.

About Jiobit

Jiobit is comprised of seasoned designers, marketers, engineers, and advisors. Our team and investors hail from the tech industry including leaders from Motorola, Livongo Health, Facebook, Uber, Dell, and Symantec. The collective team boasts a history of building innovative and disruptive consumer products. Jiobit is headquartered in Chicago, with a software development center in Silicon Valley. To view open positions visit jiobit.com/careers.