

## FOR IMMEDIATE RELEASE: NIO™ NOW AVAILABLE IN HARRODS, LONDON

January 2011

EDINBURGH, UK – Friday 15<sup>th</sup> January 2011 - mobile innovation firm TenBu Technologies has teamed up with Case Luggage to provide nio™ as the ideal travel companion for discerning travellers.

Available on the 2<sup>nd</sup> Floor in the prestigious Harrods of London alongside some of the world's finest brands including Tumi, Mulberry, Globetrotter, Paul Smith, Victorinox, Rimowa, Kipling, Mandarin Duck and Delsey, customers will be able to buy nio™ from Tuesday January 18<sup>th</sup>.

Like its predecessor, nio™ 2.0 prevents the loss or theft of valuable items by wirelessly chaining them to your Smartphone. Driven by airport security friendly Bluetooth technology, the keychain-size tag can be attached to almost any item you don't want to lose; whether it's your suitcase, a laptop bag, keys or even young children. Both the security tag and your Smartphone will alarm if the wireless chain between the phone and nio™ tag is broken, so nothing gets left behind or lost in a crowd.

"A fifth of travellers lose something valuable whilst on holiday, and on average over 15,000 laptops are lost by business travellers in airports in the US and Europe every week," said Ben Hounsell CEO of TenBu Technologies. "The strategic partnership with Case Luggage provides a major retail outlet for customers to effectively protect important items whilst on holiday, or travelling".



Using TenBu's award winning technology, multiple nio security tags, each with their own alarm, schedule, and icon can be connected to the same Smartphone to ensure all of your belongings are protected.

Jon Crossick - Case London at Harrods

We have been continually watching Nio's development with interest as we feel this is a great device for work, travel and day to day life. We are delighted that we are now able to offer this technology in a retail environment at Harrods. We look forward to continual development of this technology as we feel there are many more potential benefits to be explored, especially for the travelling community.

Price £50

## **Supported devices**

Android OS 1.5 upwards (includes v2.2), Blackberry OS 4.2 upwards (include v6.0), Windows Mobile 6.5 and Java enables devices (J2ME). Apple iOS planned 2011. For the full range of supported devices, visit [www.bluenio.com/compatibility](http://www.bluenio.com/compatibility).

## **Additional Information**

For additional information about the nio™ tag, including instructions, demonstration videos and more, please visit [www.bluenio.com](http://www.bluenio.com).

High resolution images can be downloaded from [www.bluenio.com/pr/nio2.0](http://www.bluenio.com/pr/nio2.0)

## **About TenBu Technologies**

TenBu is a privately funded technology company providing unique applications and accessories for mobile devices such as Blackberry® and Android Smartphones. Our technology focuses on providing customers with cost effective, innovative applications that provide:

- Additional security for mobile devices.
- Enhanced mobility outside the office.
- Well-supported, reliable solutions.

*'nio' and all associated logos are registered trademarks of TenBu Technologies, Edinburgh, EH6 6BZ*

## **Media Contact**

Fraser Ritchie, Public Relations

press@tenbu.co.uk

Tel: +44 (0) 845 017 9041

Registered Office Address:121 Giles Street, Edinburgh, EH6 6BZ UK [www.bluenio.com](http://www.bluenio.com)

## **About Case London Ltd.**

Case London Ltd are the leading travel goods, business, handbag and accessory retailers in the UK, selling mid to high end globally recognised brands. They operate travel goods concessions in Harrods, Selfridges, and Harvey Nichols amongst others, as well as freestanding stores including Case at Bluewater, and the Tumi store on Piccadilly. Case also run the leading upmarket multi branded travel goods website at [caseluggage.com](http://caseluggage.com).