

FOR IMMEDIATE RELEASE: SMARTPHONE ADD-ON COMBATS FORGETFULNESS

August 2010

EDINBURGH, UK – Thursday 4th August 2010 - mobile innovation firm TenBu Technologies unveils their latest loss prevention system for Smartphones, nio™ 2.0.

nio™ 2.0 is available to buy from 16th August with a stylish new security tag, extended battery life, and a user-friendly app to personalise the system.

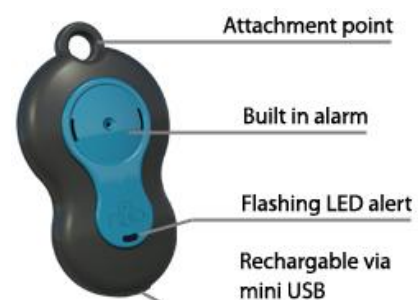
Like its predecessor, nio™ 2.0 prevents the loss or theft of valuable items by wirelessly chaining them to your Smartphone. Driven by Bluetooth technology, the keychain-size tag can be attached to almost any item you don't want to lose; whether it's a laptop bag, keys or even young children. Both the 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.

"After the launch of the original nio™ last year we actively sought customer feedback to see how we could build on our initial success," said Ben Hounsell, Director at TenBu Technologies. "The response we received was extremely constructive and crucial in the development of the new nio™ 2.0 product. Customers were finding clever uses for the system, using nio™ to keep track of their toddlers in busy areas or protect luggage when travelling, so we've updated the app to support how people wanted to use it."

The security tag itself has also undergone a complete redesign and is now more visually striking and energy efficient.

Built on the strength of the original, nio™ 2.0 incorporates a number of useful features:

- Adjustable security zones for different environments: low, medium and high, each with its own range from 2 to 25 metres (6-80 feet).
- Customisable schedules allowing the user to set time periods for when the tag should automatically become active; ideal for the daily commute.
- 'Locate' function sets off SOS alarm and flashing light from the nio™ tag at the click of a button to locate missing items.
- 'Motion Sensor' mode alerts the user if there is any movement of the tagged item - perfect for taking a snooze beside your nio-protected luggage on the train.
- Selection of alarm tones.
- Rechargeable battery lasting up to four weeks.





Multiple tags, each with their own alarm, schedule, and icon can be connected to the same Smartphone to ensure all of your belongings are protected.

"It's easy to forget just how much confidential data is stored on your phone or laptop, and it's also easy to forget just how easy it is to lose these items." said Ben Hounsell. "nio not only saves users the time, cost and stress of replacing a lost item, but also offers peace of mind that belongings are not going to wander off."

With 50 cell phones lost or stolen every *second* around the world, this product is tapping into a potentially lucrative market that could solve a significant and growing problem.

Pricing & Availability

The nio™ tag is available from amazon.com/amazon.co.uk/amazon.de and bluenio.com for £39.95/\$59.95/€49.95.

Additional Information

For additional information about the nio™ tag, including instructions, demonstration videos and more, please visit www.bluenio.com.

High resolution images can be downloaded from 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.

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