

## **SensePeanut™ Launch to Drastically Simplify Connected Life Functionality**

*Connected Functionality without the Need for Costly, Complicated Solutions becomes a Mass Consumer Reality*

**September 1, 2016 – BERLIN, GERMANY** - Sen.se, an early pioneer of the Internet of Things industry, has unveiled **SensePeanut™**, an innovative range of smart intuitive sensors designed to bring affordable, easy-to-use connected life functionality to the masses. Already known for its Mother smart home platform, SensePeanuts are individual sensors tags, each designed to perform, monitor or track very specific lifestyle task or habit. Priced just \$29, the SensePeanut family will continue to evolve to cover a multitude of areas beginning with four Peanuts focusing on temperature, sleep, medication and smart switches. Now users of all technical abilities can benefit from the smart connected devices (or IOT) revolution.

### **Cutting Costs and Complexity**

SensePeanuts remove two major barriers for the adoption of connected solutions – Cost and Complexity. Unlike other solutions requiring technically advanced integration and setup as well as considerable price tags, individual SensePeanuts offer comparable functionality with just a \$29 sensor and a smartphone or tablet. They have been designed to be as simple as possible to install and use and provide advanced functionality to solve a range of everyday lifestyle and home management tasks.

Peanuts connect with iOS and Android devices through Bluetooth 4.0 and can be setup in under a minute with the designated SensePeanut app. Once a Peanut is registered and synced with the app, it can be secured to any appropriate object or designated location to begin use.

Initially four SensePeanuts will be rolled out during 2016, with additional Peanuts being announced in 2017. Available online and soon at retail, the first rollout will include:

- **ThermoPeanut™** – Available September 1, 2016, ThermoPeanut tracks the temperature of any space. Users can access trend reports on temperature fluctuations and be alerted when a space is out of its set range. It's also compatible with IFTTT and Nest, allowing users to create a truly connected home.
- **SleepPeanut™** – Monitors sleep cycles giving detailed breakdowns of hours slept as well as levels of deep versus light sleep. Intelligent wake up settings trigger wake up alarms at optimal moments during sleep cycles ensuring REM sleep is never disturbed for a more refreshed wake up experience. "Go to sleep" alarms provide notifications when it is time to go to bed to achieve desired levels of sleep. SleepPeanut is also compatible with IFTTT, Nest and Philips Hue Lamps.
- **PeanutButton™** – Transforms any surface into a smart remote. Once secured to a surface or object or even carried in one's pocket, it can detect three types of taps – a single press, a double press or a long press. With its app, each press can trigger various actions including taking a selfie with your phone camera, start playing music on your phone, controlling room lighting, turning on the heating, sending predefined messages and many more. It is also compatible with IFTTT and Philips Hue Lamps.

- **MedPeanut™** – Helps people monitor and become more compliant about taking their medications. Medicine schedules can be added and alerts generated if a dose is due or missed. Weekly activity reports can be sent to caretakers and physicians, keeping them up to date on medicine intake habits. Again it is compatible with IFTTT so custom alerts can be set such as having lights flash in the house when a pill is missed.

Additional Peanuts will be announced and become available in 2017. Current Peanuts in the roadmap include, SafePeanut™ for securing valuable objects, ProximityPeanut™ to help find lost items, HydraPeanut™ to monitor water intake and DoorPeanut™ to track the comings and goings of the home.

“With SensePeanuts, we have simplified the promise of connected solutions in a way that consumers of all levels can understand and general and specialty retailers can easily communicate and merchandise,” said Rafi Haladjian, Founder and CEO of Sen.se. “By creating a family of products with clearly designated outcomes, we have brought the benefits of the connected life to people without the need for complicated integrated hardware or costly price tags. Now with a SensePeanut and any smartphone or tablet, everyday objects can be given super powers to better allow people to take control of their home and their lives.”

### **Brains and Beauty**

The playfully designed two inch SensePeanut sensors are available in eight vibrant colors: Red, Green, Emerald, Orange, Navy, Chocolate, Blue and Wine and automatically transfer data with registered devices up to 200 feet away. They are able to store data for up to a month when devices are not in range and work for up to sixth months on a single, replaceable CR2032 battery. Each Peanut can be registered to as many smart devices as desired, allowing the entire family to benefit from their features and capabilities. Multiple Peanuts can be setup in each app and synced at any one time.

Contained within impactful, gift card type packaging, all necessary accessories are provided with each sensor including a SensePeanut holder, self-adhesive tape and key ring.

### **Availability**

ThermoPeanut is now available for purchase for a suggested retail price of \$29 per unit at [Sen.se](http://Sen.se) and in the U.S. at Amazon.com. The sensor tag will soon be sold in chain stores as well. PeanutButton, SleepPeanut and MedPeanut will be available in Q4 2016.

“While it was extremely technologically complicated to make SensePeanuts so incredible simple, it is key to our core mission to bring connected functionality to as many people as possible. The Internet of Things revolution will not happen if it is not shared with the broadest possible audience,” continued Haladjian. “We are thrilled to be launching the first SensePeanut at IFA and look forward to surprising people with innovative new Peanuts in the coming weeks and months.”

### **IFA**

The first four SensePeanuts will be on display at the Sen.se booth – Hall 11.1, Booth 20 – during the IFA Exhibition in Berlin September 2-7. Review units of ThermoPeanut will be available on request. For more information about ThermoPeanut, please visit [ThermoPeanut.com](http://ThermoPeanut.com).

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## **ABOUT SEN.SE**

Sen.se was founded in 2010 by Rafi Haladjian. Its mission is to develop a new generation of smart objects designed to blend elegantly and unobtrusively into the lives of users while collecting meaningful data, continuously and over long periods of time. It's unique Mass Market product Mother, an incredibly versatile sensor system, helps family's monitor all the aspects of their daily lives they care about: detecting home intrusion, measuring temperature, making sure children are back from school, improving medication observance, improving sleep, stimulating to be more active or hydrate more often and much more. The company released a new product line in 2016 called Peanuts, a range of sensors that make everyday tasks easier. Peanuts monitor, improve and help facilitate daily activities like taking medicine, sleeping and managing temperature.