



CONTACT

Emily Hughes

True North Brand Group, Inc.

781-740-4050

Emily@truenorthpr.com

[India: 040 45678925](tel:04045678925)

Lycos Inc. Announces New Hard Goods Division

Launching suite of products that connects people to their digital world

Boston & India (May 13, 2015) Lycos Inc., one of the original and most widely known Internet brands in the world, has launched a new consumer products division called Lycos Life. Lycos Life is dedicated to the future of communication and information management in which everyday objects will be connected to the Internet, also known as 'Internet of Things' (IoT).

Over the years, Lycos has evolved from one of the first search engines on the web into a comprehensive digital media destination for consumers across the world.

"We're thrilled to be launching this new division that will have a dramatic impact on the lives of those who live in a digital world," said Suresh Reddy, CEO of Lycos.

Lycos will launch two products in June that will simplify the way people leverage Internet for their daily use. While Lycos' past endeavors have helped consumers learn and utilize the Internet, its new suite of hard goods will "learn" the user and allow people to live within the Internet.

More and more people will rely on the Internet as more Internet enabled devices are introduced to the market. Within the next ten years, IoT is predicted to become a \$19 trillion market. Lycos is developing ways to help users sync their Internet data with their everyday lives.

According to a report published by Cisco & DHL, approximately 50 billion devices will be Internet-enabled by 2020, up from 15 billion today.

Lycos Inc., is one of the original and most widely known Internet brands in the world, evolving from one of the first search engines on the web, into a comprehensive digital media destination for consumers across the world.

###