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## **FOR IMMEDIATE RELEASE**

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### **Wearable technology to become 'Mission Control' allowing users to synch motion, security, transportation and home efficiency**

LAS VEGAS, NC (August 19, 2015) – The impact wearable technology will have in tracking users motion, their homes and their transportation were among the topics LYCOS Chairman and CEO Suresh Reddy spoke to today at the Wearable Tech Conference in Las Vegas, NV.

Speaking to a wide-ranging group of industry leaders, Reddy spoke to wearable technology's dedication to the future of communication and information management, the growth of the wearable tech market, and the significant role wearables will play in the home, transportation, and motion tracking in the years ahead.

"As wearables become a part of people's everyday lives, today's industry leaders are focused on developing new functions that will provide users greater control over their security and personal safety," said Reddy.

LYCOS Life, LYCOS' line of wearable devices that serve as a single point of entry into users' digital lives, launched earlier this summer.

Initially delivered in the form of a smart wristband (\$124.99) and ring (\$59.99), LYCOS Life products allow users to live secure, communicative, healthy and efficient lives. LYCOS gives meaning to living within the Internet, rather than around it.

"The most valuable commodity in life is time and this technology helps LYCOS Life users maximize their time by making smarter and more informed decisions using the data they receive from LYCOS Life," said Brad Cohen, president & chief strategy officer of LYCOS.

Picture having your own personal "Mission Control" right on your wrist. LYCOS Life has the capability to intelligently sense individuals' everyday patterns and transfer this information securely and wirelessly to your phone via Bluetooth and its Tap to Transfer (T2T) communication protocol. Their wearable devices will also allow users to automatically monitor their activity, sleep, heart rate, incoming calls, and important notifications from their phone completely hands-free.

Soon, LYCOS Life will be able to uniquely identify its wearer by using its onboard sensors to recognize its user simply by the way they move.

"We have been living and learning the Internet for the past 20 years, now the Internet is starting to learn us," said Suresh Reddy, chairman and CEO of LYCOS. "Originally, what LYCOS set out to solve was simplifying and making searching on the Internet more productive. As we celebrate our 20th Anniversary this year, LYCOS is solving a new problem by simplifying your digital life."

Reddy said LYCOS has developed software that can learn who you are, what you prefer, and what you do based on your own patterns and behaviors. "All of this is done securely by allowing you to control your own personal data and never sharing this information."

## **FEATURES**

LYCOS Life products collaborate with the free LYCOS Life app to simplify multiple facets of users' everyday lives.

### **"NO Passwords" via Personal Security Manager**

LYCOS Life securely and seamlessly logs in to your favorite apps and websites on your phone, easily unlocking them without the use of passwords. The security manager eliminates the need to remember your jumble of passwords scribbled down on sticky notes across your desk. With LYCOS Life, access to your phone is just a tap away.

### **Tap2Transfer ("T2T") Capabilities**

Collaboration between LYCOS Life devices is enabled by Tap2Transfer (T2T) communication. With a simple tap from their LYCOS Life device to a phone, users can securely give a new friend their number, clients a business card, or instantly share an address to launch directions to a restaurant.

### **Advanced Fitness Monitor**

The LYCOS Life activity tracker allows users to easily monitor steps, calories burned, speed and heart rate. LYCOS Life helps users meet goals and its reminders motivate them to get up and get moving. The LYCOS Life heart rate monitor and live EKG/ECG readout help wearers improve their workouts and allows them to view their heart activity instantaneously.

### **LYCOS Life Project**

With the release of its IoT-enabled suite of products, LYCOS is also set to launch the LYCOS Life Project, a not-for-profit foundation. The Life Project is a global

humanitarian initiative that uses sensor and wireless communication technology to provide people throughout the world with access to critical, life-saving environmental information. Families will be given the power to instantly test the quality of water and air in their homes and communities with small portable sensors, provided to them for free. Five percent of LYCOS Life sales will be donated to this global project.

Visit <http://www.lycos.life> to learn more.

*LYCOS is one of the original and most widely known Internet companies 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.*

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