

LOSTnFOUND NAMED AS CES INNOVATIONS 2012 DESIGN AND ENGINEERING AWARD HONOREE



Nevada, Las Vegas, January 10th, 2012

LOSTnFOUND today announced that it has been named an International CES Innovations 2012 Design and Engineering Awards Honoree for WATCHIE®. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 32 product categories.

watchie®
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WATCHIE® is a digital aid for sufferers of dementia.

WATCHIE® has been developed from the Swiss company, LOSTnFOUND Ltd. WATCHIE® has been developed to improve the lives and conditions for sufferers of Alzheimer's and Dementia. The solution is composed of 3 main components;

- WATCHIE®-watch
- LOSTnFOUND®-SIM-card
- WATCHIE®-Web portal

This innovative product is function able in 145 countries. Dementia patients have often been prone to wander away unintentionally, and in seconds can become confused and lost. This becomes a problem when caregivers cannot be there all the time to look after them. In addition, the available monitoring systems currently available on the market are questionable in their approach to

patient privacy. Also, these devices are only available for those designated areas, as the battery life is often not sufficient. Also, as they are not designed with this in mind, they do not function efficiently enough to work indoors.

Daniel Thommen, CEO of LOSTnFOUND Ltd. says; *"For complete self confidence, a person needs freedom and self-determination – this is especially true of dementia patients. Also it is important, that this person's individuality and self confidence is prolonged as long as possible. This is exactly what WATCHIE® helps to achieve"*

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world's largest consumer technology tradeshow, and have been recognizing achievements in product design and engineering since 1976.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.



About LOSTnFOUND Ltd.: WATCHIE® is a product from the Swiss based LOSTnFOUND Ltd. A specialized company in intelligent solutions for the protection, monitoring and recovery of property – from the safeguarding and identification of mobile devices to the online tracking of vehicles and technical equipment. The company developed the first solution in this area in 2007 and is today one of the leading providers in this market. The company, which maintains support centers in various countries in Europe, has concluded appropriate general agreements with more than 75 network providers and offers all its products with their own SIM card. The products already work in over 145 countries. LOSTnFOUND has been awarded several times for its innovative solutions.

To find out more about WATCHIE® and LOSTnFOUND please visit www.watchie.com or www.lostnfound.com/award

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