



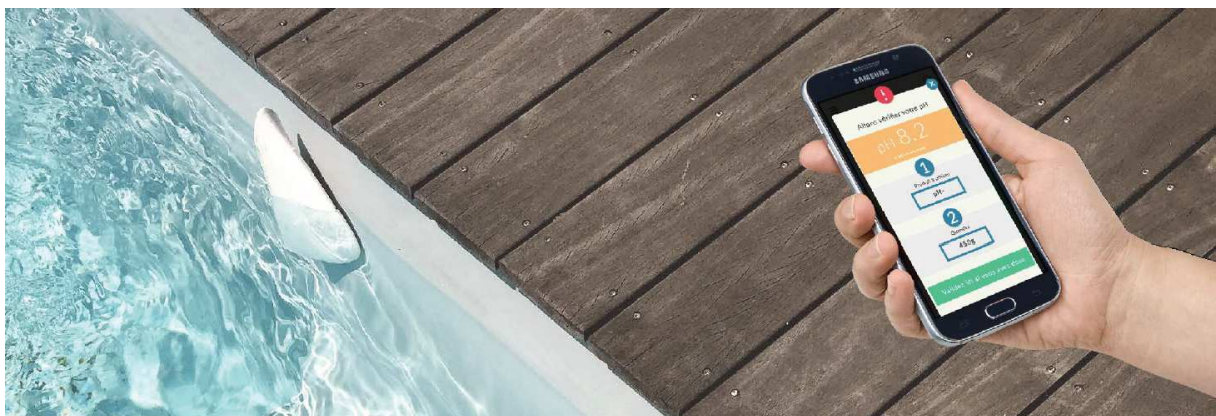
Press Release

Flipr Plunges into the Heart of the Las Vegas CES 2017 with its Predictive Connected Object for Swimming Pool Maintenance (Tech West, Sands Expo)

From January 5 to 8, 2017 – Stand 50638 / Eureka Park

Toulouse, December 22 2016 – The French start-up [Flipr](#), backed by [Sud de France Développement](#), will launch its predictive connected object that will radically change the way we deal with swimming pool maintenance at the upcoming [Consumer Electronics Show](#). The CES is the world's largest trade show for consumer electronics and technology and will take place in Las Vegas from January 5 to 8, 2017.

Flipr will demonstrate the many advantages of its innovative new product at stand (n° 50638) located in Eureka Park – the CES village dedicated to startups. Flipr will be breaking new ground with the product, a connected object that tests the water in a swimming pool in real time, minimizing health risks and cutting pool maintenance costs.



Flipr is easy to use: all you have to do is place it on the edge of the swimming pool using its handy suction cup or simply let it float on the water, and the testing will begin automatically. The results are sent directly to the owner's Smartphone over the Bluetooth network or through the Sigfox low frequency network, along with the precise actions they should take to maintain their pool.

“Machine learning” and predictive analysis take the leap into swimming pools

Flipr's strength lies in its ability to predict the way water will react. Through an in-depth analysis of the water's data based on predictive algorithms, Flipr is able to learn and understand the behavior of the water in each swimming pool. This "machine learning", combined with weather and environmental data, allows Flipr to predict the variations in the levels of chlorine, pH and water temperature, the water's oxidation rate (also called the Redox potential) and conductivity rate (indicates the quality and quantity of materials dissolved in the water capable of carrying an electric current). This predictive power makes the service hyper-adaptable and able to provide users with highly customized care instructions so that their pool remains clean and crystal-clear.

Greater safety and up to 32% in savings on maintenance

With Flipr, users will see a 32% drop in their pool maintenance costs per year, or €223 on average (lower energy consumption by the pump, fewer drainings), and be guaranteed they will be swimming in safe water, without the risk of an overdose of chemical cleaning products or a proliferation of harmful bacteria. What's more, Flipr is equipped with a long-life battery that can last for up to 3 seasons of 7 months each, so that you don't get caught by surprise and have to recharge them.

Our goal: To make water easy to understand and manage for all

"Nine million people in France are interested in acquiring a swimming pool but 36% of them don't actually go out and buy one because of the upkeep involved. Flipr allows anybody without prior knowledge or pointless overspending to understand and manage water. In the future, just about everyone will be able to become an expert in swimming pool maintenance, and more generally, in the maintenance of all types of water basins", says Paul Costaseca, Flipr's Marketing Director.



ABOUT FLIPR:

The company CTAC-TECH Flipr was co-founded in 2015 by Paul COSTASECA, Sven FONTENY and Florent VIDAL during the course of "Perpignan's Startup Weekend". In 2016, the firm unveiled Flipr, a connected object for swimming pools designed for private individuals, and available in March 2017 for the price of €299, including tax. The company, which has set up operations in Perpignan and at the IoT Start-Up Valley in Labège, aims to become the leader in making water testing and safety accessible to all.

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