

Never Lose Sight of Your Glasses Again with Glasses TrackR

Phone Halo Releases Third Product to Market; Indiegogo Campaign Kicks Off Today

November 8, 2013, (Santa Barbara, CA) – [Phone Halo](#), the proximity technology company that creates innovative devices for people who constantly lose essential items, today announced Glasses TrackR, the first device of its kind to help people quickly locate lost and misplaced glasses. Glasses TrackR is a discrete tracking device designed for sunglasses and eyeglasses. Once the TrackR is attached to your glasses, your phone will automatically keep track of where your glasses are located.

“Phone Halo built a mobile platform that helps people to find anything, and Glasses TrackR is the next evolution of that platform,” said Chris Herbert, CEO of Phone Halo. “Glasses TrackR wraps our latest tracking technology beneath a sleek, minimalist design that seamlessly links with any pair of glasses.”

Features:

- **Easy Attach** – Glasses TrackR neoprene securely latches onto any pair of sunglasses or eyeglasses.
- **Stealth Design** – Glasses TrackR is designed to unnoticeably integrate with your glasses.
- **Quickly Find** – At the press of a button, the TrackR app will signal your glasses to beep for easy discovery.
- **2-way Find** – One button tap on your Glasses TrackR will signal your phone to ring, even if on silent.
- **2-way Separation Alert** – If you are about to leave your glasses behind, your phone can send you a notification to remind you. And visa-versa, if you are about to leave your phone behind, the Glasses TrackR can play a low volume tone to notify you.
- **Crowd Source Tracking** – If your glasses are lost, your friends, family, and other TrackR users will help you find your lost stuff. When another TrackR user passes by your glasses, you will receive an update of your item's latest location.
- **GPS Location** – The TrackR app automatically remembers where you last had your glasses on a map.

With previous success launching an Indiegogo campaign for TrackR, today, Phone Halo is launching a 29-day campaign today to raise \$10,000 to take the Glasses TrackR prototype into production and distribution. Please click [here](#) to participate.

About Phone Halo

Phone Halo is the leader in the proximity location market and aims to help people manage the location of their belongings. From keys to wallets, to bikes and more,

Phone Halo provides an effortless and elegant solution to the time consuming task of finding misplaced and lost items. Phone Halo works with companies like Verizon Wireless and Audiovox to incorporate their technology into new products and innovating simple, helpful products for users worldwide. Phone Halo is headquartered in Santa Barbara, CA. For more information, please visit www.phonehalo.com.

About Engadget Expand

Engadget Expand NY 2013 (<http://Engadget.com/events/Expand-ny-2013/>) is a bi-annual event gives tech enthusiasts the unique opportunity to hear from favorite consumer electronics luminaries on stage, talk directly with Engadget editors, and get their hands on some of the latest and greatest new devices at the show floor exhibition. In addition to showcasing the hottest new technologies from the major manufacturers we know and love, Expand puts the spotlight on a whole new wave of inventors and product visionaries. The Insert Coin: New Challengers competition takes our long-running series about the most promising crowdfunded hardware to the stage, with live product demos and a competition. The conference takes place Nov 8-10, 2013, in the North Hall of the Javits Center located at 311 W. 34th Avenue (at 8th Ave.) in Midtown New York.

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