



B45H

**FOR IMMEDIATE RELEASE**

**The Cricket – Your extra sense! - The 1<sup>st</sup> Silent Alarm for Bicycles**

*Maker of small device for stopping bike thieves aims to raise \$30,000 in Indiegogo campaign.*

Tel Aviv, Israel, Oct 22nd, 2013 – Each year hundreds of thousands of bikes are stolen across the United States, each theft leaves the victim stressed and upset on top of their financial loss.

After his bikes got stolen, Yariv Bash decided to declare war on bike theft. The result: The Cricket.

The Cricket is a small, lightweight device, that can be covertly placed on your bike, without interference or any additional day to day hassle.

The device, combined with a free easy to use iPhone app, creates a **virtual shield** for your bicycle. Any small movement of your bike will immediately alert you on our smart phone app.

The Cricket is both your first and last line of defense - a bottle cap-sized silent alarm for your bikes. **It will notify you within a tenth of a second if your bikes are being just as much as touched**, with an adjustable sensitivity level.

**If your bikes do get stolen, you can mark them as such**, putting the rest of the Cricket owners on search for your bikes. **If a Cricket owner comes within range of your bike, its smart phone will securely communicate with our cloud system**, anonymously notifying you of the whereabouts of your bikes.

The Cricket utilizes Bluetooth Low Energy technology and a movement sensitive Micro-Electro-Mechanical System (MEMS) module, all in a device the size of a bottle cap.

The Cricket is a one of a kind device – alerting you instantly when someone as much as touches your bikes from up to 150 feet (30 meters) while giving the phrase “hassle free” a new meaning - **working for years without replacing the battery** or switching the device off.

**Some of The Cricket features:**

- **Install and forget** – The Cricket communicates directly with you smart phone – you can continue to ride as you used to, just take your smart phone with you as usual.
- **Zero maintenance** – no need to replace the battery or recharge, no on/off switch. Just install easily on your bike once and use for years
- **The Cricket Cloud** – If your bikes do get stolen, mark them as such – every other Cricket user will become an anonymous sensor, scanning for your cricket beacon and notifying you instantly upon locating them.
- **Small** – Sized to be easily installed on your bikes.
- **Lightweight** – The Cricket weights less than an ounce (less than 20g)
- **Secure** – Only you can control your Cricket from your phone via an encrypted radio link.

B45H Technologies latest creation in Bluetooth Low Energy tracking technology is The Cricket, a small device that adds an active layer of theft protection for bicycle users.

When combined with our free iPhone app, it allows you to sit back, enjoy and know your beloved bikes or any other artifacts are safe where you left them.

The Cricket has been aggressively priced at \$39 for the Indiegogo campaign. Early customers can purchase The Cricket for just \$19 on the Indiegogo campaign page.

**Please visit <http://igg.me/at/cricket> for more information about The Cricket.**

For more information please contact [sandy@b45h.com](mailto:sandy@b45h.com)

The Cricket is patent pending.