



BRAGI

The Dash by Bragi is now featured on Amazon Launchpad

The Dash, the award winning smart earphones by Bragi, is now featured on Amazon Launchpad.

Munich, 26th of August 2016- The internationally renowned web-retailer, Amazon, announces it will feature Bragi's award winning smart earphones, "The Dash" on its Amazon Launchpad platform. The Dash will have significant product placement on the platform along side other 'best-in-class' consumer products developed by inspiring early stage companies whom are pushing the limits of innovation.

"Bragi is excited to have The Dash featured on Amazon Launchpad- this platform is a perfect match for our inspiring hearable. We will reach savvy consumers that have an eye for cutting edge technology and innovation. The Launchpad program is a great opportunity for us to showcase our technology and expand our brand," says Jarrod Jordan, CMO of Bragi.

Amazon Launchpad is designed to feature exciting and innovative companies as a means to expedite their introduction of novel products into the market. Amazon Launchpad makes it possible for brands, such as Bragi, to reach hundreds of millions of Amazon's early-adopting customers from around the world. Amazon's global infrastructure and Launchpad's innovative service helps promising brands to develop and access new costumers while pushing global expansion through leading-edge logistics.

The Dash is the only truly wireless smart earphones that also include a powerful 32-bit ARM processing computer, 4-gigs of storage, IR optical sensors, 3-axis accelerometer, Bluetooth, ambient sound and much more. Thanks to the range of products built into The Dash, it can monitor physical activity while running, cycling or even, due to being waterproof, while swimming. Metrics

include heart rate and its average, steps, duration, calories, distance, breathes, pool lengths and cadence.

The Dash is available for \$299 on Amazon Launchpad. To learn more about The Dash, visit <http://amzn.to/2br0yed>

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About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about.

About Bragi

Bragi was founded in 2013 and went live a year later in the crowdfunding platform Kickstarter. With more than 16,000 backers who contributed over US\$ 3.3 million, Bragi has evolved from a promising startup to a market-moving creator of innovative technology, opening the new category of Hearables. Through relentless innovation and discovery, Bragi wants to transform the world of Smart headphones offering freedom of movement, maximum comfort and amazing sound- all while audibly coaching, tracking movement and capturing key biometric data.