



## **VerveLife by Motorola presents VerveCam+ at IFA**

*The debut of VerveLife's innovative collection of smart wireless devices connect everything that matters to people giving them ultimate freedom for on-demand, on-the-go lifestyles*

**Carmel, Indiana (USA) / Berlin, 17 August 2016** – VerveLife by Motorola will present the latest addition to the VerveLife series of wireless connected devices at IFA: the waterproof livecasting action camera *VerveCam+*. Visitors can meet the VerveLife team in hall 17 – booth 112 to experience the VerveLife products.

The **VerveCam+** is a wearable, social, livecasting camera that never misses a beat, offering 2.5k HD motion video, photo and video editing, time-lapse and loop recording as well as Livestream to YouTube in real time. This round -shaped camera stands out from all other classic square looking cameras. Beyond the streamlined design, both the power button and action selected button can be operated by just one-hand. At only 28mm thin and 56mm diameter, the Verve Cam is a powerful weatherproof camera. The cam works with smartphones through built-in Bluetooth Low Energy and Wi-Fi so that users can effortlessly share their adventures or every day life with family or friends. It's not just about capturing the perfect picture, it's about sharing moments, all with the ease of a single click. The camera comes with a universal mount, bumper, lanyard and a wearable clip to film every active moment. (Pricing € 199,99)

VerveCam+ is part of the VerveLife series of innovative wireless video and audio products by Motorola that allow consumers full freedom to enjoy life and stay connected.

### **Additional products of the VerveLife product family include:**

- **VerveOnes and VerveOnes+:** A virtual "computer in your ear" and the result of 18-months of Motorola and Binatone joint engineering, VerveOnes are true wireless stereo earbuds completely free of wires. HD quality sound, clear voice calls, Siri and Google Now compatible, and a category leading 12-hours of battery life.
- **VerveRider and VerveRider+:** Comfortable, collar-style "wearable" earbuds for those on the go, the VerveRider offers 12-hours of battery life, rich HD sound, an integrated mic for calls, and is Siri and Google Now compatible. Get your workout going with the VerveRider+, which is also sweat and waterproof.
- **VerveLoop+:** Take your music anywhere. Ideal for sports and gym, the VerveLoop+ wireless earbuds are super lightweight, sweat and waterproof and have up to 10-hours of battery life to enjoy music, podcasts and more, long after your workout has finished.

All VerveLife products use the Hubble Connect for VerveLife app to optimize the perfect sound, review and stream video, and find the last connected location in case the product is lost. Hubble connects the things that matter to people, keeping them in contact with their world. Though the App users also receive firmware updates, making sure their devices are always up-to date with the latest improvements.

Additional information about VerveLife can be found at [verve.life](http://verve.life).

#### **About Binatone:**

Binatone is a leading global manufacturer of innovative IoT, smart home and consumer electronic devices for the baby, pet, home, personal audio and lifestyle camera categories. As well as selling products under its own name, Binatone is a licensee of Motorola and AEG. Binatone products are now sold in over 50 countries. For more information, visit [www.binatoneglobal.com](http://www.binatoneglobal.com).

#### **About Hubble:**

Hubble makes it easy to stay connected with your favorite people, places and pets with live video streaming and up-to-date smart notifications wherever you are. Hubble is also the first Platform-as-a-Service for the connected home. Offering complete SDK, API integration documentation and reference design. Hubble enables leading brands and hardware manufacturers to rapidly integrate and connect new products to the cloud. For more information, visit [www.hubbleconnected.com](http://www.hubbleconnected.com)

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Product data sheets and image material is available for download from the digital press room: <http://presse.gcpr.de/binatone/binatone/>.

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