



PRESS RELEASE

Bttn launches a new low-cost connected hardware button for the US mass markets

Uses the world's leading provider of IoT connectivity, Sigfox.

Helsinki, Finland & Las Vegas, USA – January 6, 2017 – The Button Corporation, creator of the world's first physical push button always connected to the Internet, today launches the new product aimed specifically at companies operating in the US mass markets.

At present connected devices in general remain complicated, expensive to deploy and not easily scalable. The new b.t.t.n device sets out to democratize the connected devices market by combining utter simplicity, versatile APIs, cloud based management and configuration toolset, and the leading IoT connectivity technology from Sigfox.

"The new low-cost device together with our new cloud service make the deployment of any size easy and risk-free. With this combination we can make our connected hardware button an accessible solution for any company that wants to improve their customer experience and offer physical on-demand triggers", said **Juuso Pesola**, CEO of The Button Corporation.

"We are proud to support The Button Corporation in their international development strategy, especially in the U.S. where we are rapidly deploying the Sigfox network," said **Michael Orr**, Sigfox Vice President Sales and Partners, North America. *"The Bttn illustrates the competitive advantages of Sigfox connectivity: very low and predictable energy consumption and simplicity of use."*

The cost of the new b.t.t.n devices start from \$2 per month for Bttn Inc's signed, local solution providers. Pre-orders start immediately, shipments in March.

About Sigfox

Sigfox is the world's leading provider of connectivity for the Internet of Things (IoT). The company has built a global network to connect billions of devices to the Internet while consuming as little energy as possible, as simply as possible.

Sigfox's unique approach to device-to-cloud communications addresses the three greatest barriers to global IoT adoption: cost, energy consumption, and global scalability. Today, the network is present in 29 countries and on track to cover 60 by 2018 – covering a population of 451 million people. With millions of objects connected and a rapidly growing partner ecosystem, Sigfox empowers companies to move their business model towards more digital services. Founded in 2010 by Ludovic Le Moan and Christophe Fournet, the company is headquartered in Labège near Toulouse, France's "IoT Valley". Sigfox also has offices in Paris, Madrid, Munich, Boston, San Francisco, Dubai and Singapore.

For more information, see www.sigfox.com and follow us on [Twitter](#), [Facebook](#) and [Youtube](#)

About The Button Corporation

The Button Corporation / Bttn Inc. is the creator of the b.t.t.n[®], the simplest internet user interface in the world. It brings the power of Internet-of-Everything to businesses with its elegantly designed physical push buttons always connected to the internet. The Button Corporation is based in Helsinki, Finland and New York, U.S. Read more at <http://www.bt.tn/sigfox>

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