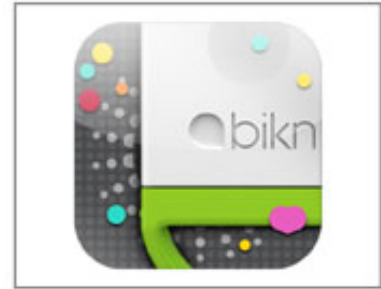


BiKN™ from Treehouse Labs Garners 2011 CES Innovations Award



“Made for iPhone” BiKN smart case, tags and app help people find what matters

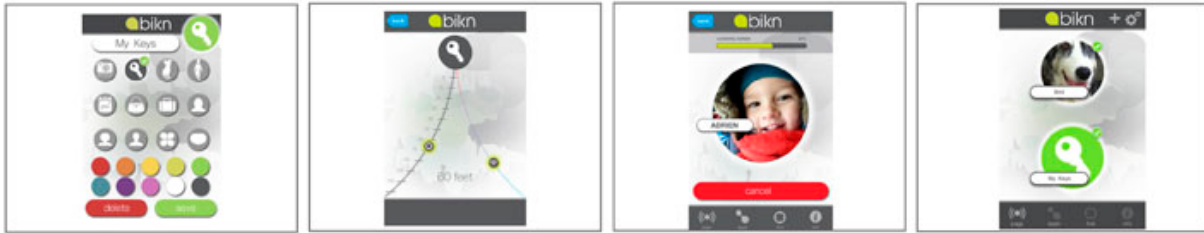
Austin, TX – January 8, 2012 - Treehouse Labs is thrilled to announce BiKN™ for iPhone® has been named an International CES Innovations 2012 Design and Engineering Honoree. Easy to use, BiKN (pronounced “beacon”) combines a revolutionary, radio-enabled smart case for iPhone driven by the myBiKN app and clip- on tags to keep users connected to the things that matter most to them whether the iPhone is turned off or in sleep mode. <http://bikn.com/video.php>

“In creating BiKN we asked, ‘why can’t your phone case protect more than just your phone?’. BiKN is essentially a wireless network for your stuff with both a head – our smart case – and a heart - the myBiKN app.” said John Howard, Founder & CEO of Treehouse Labs. “It’s not just an alarm or a tether. BiKN enables your iPhone to keep up with your stuff and your stuff to page your phone. Even if it is dead or turned off.”

Low-profile and elegant, **BiKN smart case** can be configured to the user’s personal taste. Users can choose either a black or bright-white gloss base case and pair it with one of six soft-touch, snap-on matte color highlights. The electronic-enabled base slides into the color piece accessing the iPhone 30-pin connector. The micro-USB port allows users to charge and sync the iPhone while in the BiKN case.

BiKN tags are designed to be easily clipped onto things that matter such as a key chain, backpack or child’s belt loop. Users can configure up to 8 tags with the myBiKN app. As with the BiKN smart case, the tags can be configured in either a black or white base color with one of six highlight colors. Additionally, each tag features a cap that unlocks, slides off and reveals a micro-USB port for a quick and convenient charge.

myBiKN enables users to “Find”, “Leash” or “Page” items from the iPhone. The user interface is clean and intuitive. “Find” mode includes a visual meter and audio signal that helps locate the misplaced item. The “Leash” feature enables the user to control how far a tagged item can be separated from the smart case before an alarm sounds on both the phone and tag. The “Page” function can sound an alert on one or multiple tags (or other BiKN smart cases) making it ideal for families or groups. Additionally, the myBiKN app tells the user exactly how much battery life is left in the smart case and tags.



The CES Innovations 2012 Award Honoree, BiKN, is the first in a series of mobile networking products from Treehouse Labs. BiKN for iPhone will be available for sale in Winter 2011 and showcased during CES at the NXP Semiconductor Booth #CP8 in the Central Plaza. Treehouse is also available for demonstrations at Venetian 215.

Introductory pricing for BiKN for iPhone will be \$99.99 for the case, app and one tag. The case, app and two tags will be \$119.99. Additional tags will be \$49.99 for two.

BiKN for iPhone will be available for purchase Q1 2012 at www.bikn.com.

For more information on [Treehouse Labs](#) and BiKN, follow us on [facebook/BiKN](#), [YouTube](#), and [@BiKN](#).

About Treehouse Labs:

Treehouse Labs, LLC is an innovative IP and new product development company revolutionizing the way mobile networks are delivered. Our proprietary BiKN™ Technology Platform integrates hardware, software, and cloud-based components reducing cost and time to market. By leveraging 802.15.4 networking standards and smart phone interoperability, Treehouse Labs is making the Internet of Things accessible to consumers and commercial enterprise.

BiKN is a trademark of Treehouse Labs LLC. The BiKN logo is a trademark of Treehouse Labs LLC. iPhone is a registered trademark of Apple, Inc. registered in the U.S. and other countries.

Media Contact:

Valerie Guerra

Account Manager

[Max Borges Agency](#) for [Treehouse Labs](#) 305-576-1171 x120 valerieguerra@maxborgesagency.com

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