

## UpFiner unveils **UpLock Evolution Pro** at the CES Las Vegas 2024 !



### The smart travel case that doesn't get lost!

Because you will never be able to put an Airtag on your nice watch, your jewelry, your passport or your money, UpFiner invented UpLock Evolution Pro. This mini case allows you to carry everything that matters to you without ever worrying about losing them.

With UpLock Evolution Pro, keep your valuables safe and be notified in the event of movement thanks to its sound alert. This new version also integrates Find My geolocation technology from Apple, which allows all iPhone, iPad or Mac owners to locate their portable mini case.

*Try out **UpLock Evolution Pro** at the CES Las Vegas from 9th to 12th January 2024, Région Occitanie - booth 61013*

#### **UpLock Evolution Pro: a secure and geolocated portable case!**

Designed to transport your most precious belongings, UpLock Evolution Pro is a secure, lightweight and easily transportable mini case. As with an Airtag, Apple user can locate it simply and for free with Apple's Find My geolocation system. Thanks to its motion detection and sound alert systems, you are notified if an unauthorized person moves your belongings.

## The only secure and geolocated portable case in the world

UpFiner achieved the feat of being selected by the American firm to integrate the MFI (Made For iPhone) program. Today there are very few elected officials because Apple is very selective in its choice of partners. This is what makes this mini case a unique and revolutionary accessory.

*“Working with Apple is the most educational thing. To become a partner, all aspects of your business are studied: marketing, innovation, strategy and of course technical. It took us over a year to get there, but it was worth the effort. Being an Apple partner is a guarantee of quality for those who do not know our brand. » Brice Cavelier, CEO of UpFiner.*

- **Geolocation:** UpLock Evolution Pro integrates Apple's Find My network. Which means that iPhone owners can locate their case and everything inside.
- **Electronic lock:** The owner can secure everything that matters to him. Whether it's important documents, jewelry or even money, all you have to do is store them in the case and lock it with 1-click.
- **Movement alert:** Whether on public transport, at the beach, at the office or even at the hotel, if an unauthorized person moves UpLock then it will immediately notify the owner thanks to its sound alert audible at 100m (the alert stops immediately if the case is rested).

## CES Las Vegas, a springboard for international business!

UpFiner's ambition is to become a reference in nomadic security. It plans to generate 80% of its sales through exports, targeting countries such as the USA, Brasil and EU. The Las Vegas CES provides a unique opportunity to accelerate the development of the product in France and internationally: *“We want to capitalize on our presence at the show to develop the reputation of UpFiner in France and internationally, with the goal of finding a distributor in the United States that will allow us to quickly market our products on this marke”* says Brice Cavelier, CEO of UpFiner. This 2nd participation will also be an opportunity to unveil for the first time the new generation of UpLock which, in addition to safely transporting valuable objects, integrates the geolocation system of Apple's Find My network.

## UpLock's latest generation is available for pre-sale on [upfiner.com](https://upfiner.com) (delivery April 2024)

### Technical characteristics:

- Recommended retail price: \$179 incl. VAT
- Dimensions: 24 x 16 x 5 cm
- Weight: 550g
- Interior volume: 1200 cm<sup>3</sup>
- Power supply: 2 x AA batteries
- Battery life: up to 3 years
- Geolocation: with Apple's Find My network
- Digital touch keyboard
- Motion sensor
- 85db sound alert (audible at 100m)
- Bluetooth connection
- Electronic locking
- Water resistant

**For more information, meet at CES, or test:**

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