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## Shortcut Lab Launching Flic 2 and Flic Hub Long Range

Stockholm – Smart home technology has expanded into millions of homes since Shortcut Labs was founded in 2013. Many smart home users want time off from their screen, and glitchy voice-first experiences cause frustration, which is why Flic gained initial popularity. Joacim Westlund Prändel and Amir Sharifat, Flic’s founders, decided to create a simple way to connect any application, whether it be in a smart home, smart office, or to perform smart pranks with the simplicity of a smart button.

– It wasn’t always easy, says Joacim Westlund, Co-Founder of Flic. Stressful

cash draughts, borrowed money, and litigation have haunted Flic's history, and while most hardware startups fail Flic has always found innovative ways to maintain an edge on the market and stay afloat.

– By reducing our hardware interface to the world's most simple device, a button, our team has always found new unthinkable revenue streams for B2B customers. Angrl, a fishing app, uses Flic so Angrl's users can geo-tag where they catch fish, OnSong, stage management software for musicians, uses Flic to start, record, and stop things while musicians jam, and Bosch uses Flic for Vivatar, a personal safety and alarm app, just to name a few situations when people need the simplicity of a button. Some of our B2B use cases we invent ourselves, but most of them come when people and companies come to us, says Amir Sharifat, Co-Founder of Flic.

Since Flic's first crowdfunding campaign on Indiegogo in 2014 the company has gathered hundreds of thousands of users across the globe. Flic 2 is launching on Kickstarter on May 21st, and gathers wisdom from 6 years of operations. Flic 2 hardware integrates the latest advancements in bluetooth technology, giving Flic up to 400 meter range. Flic 2 also comes with a variety of software updates. The most significant being that any app developed with Flic will be made accessible to all Flic users, making Flic an open platform.

– We're not trying to create a new spin on the smart home. We want Flic to be the world's most adaptable button, usable for thousands of applications, and that those applications are available to everyone. We spend most of our energy developing our platform so that users can share information about how they use Flic and gain access to the software that community members develop with Flic. Flic also integrates with Apple Home Kit, which will open new use cases and Flic's footprint will reach new levels, says Joacim Westlund Prändel.

A Flic 2 button starts at \$17 on Kickstarter. Expected retail price for one Flic is \$35, and bundles are less expensive. Flic's design speaks to an average Joe and melts into almost any environment.

For more information and the current crowdfunding status, please visit our website at [www.flic.io](http://www.flic.io).

For images and videos check out our press kit here: <https://bit.ly/2HtrdXz>

Flic is a Swedish tech company behind the world's smartest button with products including Flic, Powered by Flic and Flic Hub. With simplicity at its heart, Flic, is creating a single, trusted communication point between people and the services they love.

## Contacts



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