

NOTA DE PRENSA

PRESS RELEASE

Telefonica partners with Bluesmart to offer 3G-enabled luggage global location tracking

Miami, 5 March 2015- Telefonica Business Solutions, leading provider of a wide range of integrated communication solutions for the B2B market, and Bluesmart, the world's first smart, connected luggage company, are announcing today that they have signed an exclusive partnership to provide m2m connectivity and location tracking for the Bluesmart Connected Carry-on.

Thanks to this partnership, Bluesmart will be able to include inside their luggage a Telefonica-powered SIM card. Through Telefonica's network and Smart m2m Solution, a web-based platform for the connectivity, management and control of machine-to-machine (m2m) communications developed entirely in Telefonica, Bluesmart will have the possibility to track the location of their smart suitcases anywhere in the world where Telefonica has coverage and reduce the time-to-market and decreasing the operating cost. Through direct coverage and roaming agreements Telefonica covers more than 120 countries, which represents most of the connected world.

The Bluesmart Carry-on is an award-winning connected luggage that raised more than \$2,000,000 in pre-orders from 8,000 backers in more than 100 countries on their crowdfunding campaign. The product features GPS and Bluetooth enabled location tracking. With the announced partnership the location tracking capabilities will get greatly enhanced. In addition to this key feature, the product includes a 10,000 mAh battery that can re-charge a smartphone six times over, a Bluetooth-enabled remote locking feature, a built-in digital scale, distance alerts and a companion smartphone app with which users can control the suitcase and track all their travel information.

"We are pleased to partner with a leading company like Bluesmart to offer our state of the art m2m solutions to improve traveler's journey experience when they lose their luggage. I am convinced that the combination of our m2m technology and Bluesmart's innovative products will be a great success in the market" said **Surya Mendonça, Telefonica's global m2m Director**.

"Our mission at Bluesmart is to empower travelers and make the planet a smarter and more connected place. We were looking for a global partner that would help us provide the most reliable service to our customer and collaborate with us as we keep innovating in the connected travel space. Telefonica is an amazing company that shares our mission and our commitment with innovation and we are extremely excited to get to work with them" said **Bluesmart co-founder and CEO Diego Saez-Gil**.

About Telefonica Business Solutions

Telefonica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market, manages globally the Enterprise (Large Enterprise and SME), MNC (Multinational Corporations), Wholesale (fixed and mobile carriers, ISPs and content providers) and Roaming businesses within the Telefonica Group. Business Solutions develops an integrated, innovative and competitive portfolio for the B2B segment including digital solutions (m2m, Cloud, Security, eHealth, Digital Marketing or Education) and telecommunication services (international voice, IP, bandwidth capacity, satellite

services, mobility, integrated fixed, mobile, IT services and global solutions). Telefonica Business Solutions is a multicultural organization, working in over 40 countries and with service reach in over 170 countries.

[Telefonica Business Solutions](#)

For more information about Telefonica's m2m business, visit www.m2m.telefonica.com or follow them on Twitter at [@m2mtelefonica](#) and [Linkedin](#)

About Bluesmart

Bluesmart is a technology company that develops Internet-connected travel products. With proprietary technology and designs, the company creates unique physical products combined with software applications that help people travel better and smarter. The company was founded in 2013 and is headquartered in Silicon Valley (Mountain View, CA). Bluesmart launched at the end of last year through crowdfunding platform Indiegogo, raising more than \$2,000,000 in pre-orders from 10,000 backers in more than 100 countries around the world. The product is expected to be delivered after the summer of 2015. The company announced recently that has received investment from and is part of the current batch of Silicon Valley-based accelerator Y Combinator.

For more information about Bluesmart, please visit <http://bluesmart.com> , follow [@bluesmart](#) on twitter or contact Lisa Besserman lisa@bluesmart.com

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