



Safety Button – New app from Sillens AB – Press Release 240309

Safety Button is out there – 1,300 users world-wide

During our first few weeks we have rallied up 1,300 users and made it to the top 25 Lifestyle Apps in the US. Most of our users reside in the US, and on second place we find Canada, Great Britain and Australia.

The response to our app took us totally by surprise. Although we know personal safety is an important and “hot” issue we are awestruck by the impact of our release!

Safety Button - A closer look on how it works

The app Safety Button is a sophisticated **assault alarm** which uses the built-in technology of your iPhone together with a **stand-alone server** – combined with **text messages and email**.

Safety Button is designed for those reoccurring moments when you feel insecure, in the city maybe. An example from a user in Australia: When taking a cab downtown.

You don't call a friend every time this happens and tell them you've got the chills – even if sometimes you maybe should. Instead you start the program Safety Button. From that moment **your location is sent from the built-in GPS to our server**. Normally nothing happens, you get indoors, take a deep breath and turn the program off.

But if something should happen, you press the **big red button** and your **position** is sent to a friend. These messages can be read on **any device** (the receiver does not need an iPhone) and they are **delivered by our server**. Even if someone smashes your iPhone, the messages are delivered and your location is stored. That is the power of the Safety Button.

Apps for a better living – from Sillens AB



ShapeUp Club
Best selling
calorie counter
\$0.99



Rise n' Shine
Light Alarm Clock
\$0.99



Safety Button
Feel safe when
moving about
\$2.99



Tove Westlund, our CEO

“Our mission: to make mobile applications for a better living.”

The Safety Button in 55 words:

Start Safety Button, and your location is instantly being stored on our servers, every 20 second.

Press the big red button and we do one, or all, of the following:

- * text your position
- * email your position
- * make a distress phone call
- * sound an alarm

... to any contact of your choice.

Sillens AB

The company behind Safety Button is Sillens AB – a creative programming studio with spots in Linköping and Stockholm, Sweden.

<http://www.sillens.se/>

Contact for more information

If you need more information or if you have questions about the service, please turn to our relation manager

Karl Eldebo:

karl@safetybuttonmobile.com