



Safety Button – First stats from usage – Press Release 030509

Safety Button usage – the first statistics

We're happy to tell you that Safety Button is now out there, and people are actually using our iPhone app – the way they should. **Out of almost 2,000 sold applications we generate a frequent usage from nearly half.** (It is hard to know the exact score, since we don't – for safety reasons – track the individual user.) If you work with iPhone programming, you know these numbers are great.



The average usage rate one week after purchase is 15% (*Pinch Media*).

Overview of last week's users in North America, who activated Safety Button between 6 pm and 5 am (local time) for five minutes plus.

Safety Button is an **assault alarm for the iPhone**, designed to give you an extra amount of safety when you are moving about. In the city, in a cab or just anywhere else where the iPhone's built-in GPS will track you.

Using Safety Button **means turning it on**. By turning it on, your steps are traced by our server. After these first two months we still **don't have a record of any user pressing the button in emergency** – we're happy to say! We hope no one ever will, but time will eventually prove us wrong there. Although, when that happens, we know that our Safety Button will **help by directly alerting someone who cares, with the exact location of the emergency**.

More on the stats: How do people really use Safety Button?

The main activity on our servers comes during the **night**, no shocking news there. It is during the dark hours most people feel afraid or threatened. The main activity (see map) is also concentrated to the **larger cities** of the US. No shock there either. The typical iPhone owner is a person living as well as working in the **urban areas**.

So, in short, people use our program the way we expected them to. Good!

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