



hereO and Flex Collaborate on Development of Location-Enabled Wearables for Families

SAN JOSE, Calif., Sept. 8, 2016 – [hereO](#), creator of the first complete end-to-end family location service, has entered into a product development and manufacturing partnership with [Flex](#) (NASDAQ: FLEX), the *Sketch-to-Scale™* solutions provider that designs and builds intelligent products for a connected world.

Complementing hereO's rapidly growing, industry-leading partnership lineup, Flex and hereO will collaborate on the design, engineering and production of the company's next generation of family friendly wearable technology products – Pet Tracker, Tracker of Things, hereO Senior, and current in-market hereO GPS Watch for kids.

The hereO Family ecosystem provides all day every day connectivity and peace of mind in over 120 countries. With a powerful processing engine that learns and adapts to the routine of each and every user, the hereO ecosystem, coupled with the [hereO Family app](#), enables a wide range of features including:

- real-time location updates,
- check-in/out notifications,
- proximity breach alerts,
- smart safe-zones,
- location history,
- tracking of school attendance, and more.

hereO complements its state-of-the-art wearables with a comprehensive ecosystem of proprietary location technologies, ensuring the delivery of a reliable, consistent and – above of all – family-friendly location sharing experience.

Mike Dennison, president of the Consumer Technologies Group at Flex, said, "Wearable technology spans almost every industry, from personal fitness and health to automotive, but probably our greatest emotional attachment is to those wearable technologies that provide safety and security for our families – our children, our parents, and even our pets. We are excited to be partnering with hereO to help ensure seamless functionality while maintaining the aesthetic appeal of this family of products."

"Flex is clearly a leader in the design and manufacturing of many of today's global wearable brands," said Gill Meldenson, hereO CEO and Founder. "We saw this as a great opportunity to partner with an expert in the field to help bring our current hereO products to the mass market, while collaborating on the design and engineering of additional innovative products to complement the hereO family ecosystem. As a company founded by parents, for parents, hereO is relentlessly committed to fundamentally improving and transforming the way families connect. This partnership is a big step in realizing that vision."

About Flex



Flextronics International Ltd. is the *Sketch-to-Scale™* solutions provider that designs and builds intelligent products for a connected world. With approximately 200,000 professionals across 30 countries, Flex provides innovative design, engineering, manufacturing, real-time supply chain insight and logistics services to companies of all sizes in various industries and end-markets. For more information, visit www.flextronics.com or follow us on Twitter @Flextronics. Flex – *Live Smarter™*.

About hereO

Founded in 2012, hereO is the creator of the world’s first end-to-end connected family ecosystem driven by an app to app location based service and complemented with a range of state of the art location sharing devices. With an app for smartphone users, GPS Watch for Kids, and soon to be launched Pet Tracker, Tracker of Things, and GPS Watch for Seniors, the hereO ecosystem covers the family’s every need with a comprehensive, holistic, and personalized approach.

Learn more about hereO at www.hereofamily.com and stay connected via social media: [Facebook](#), [Twitter](#) and [Instagram](#).

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