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# **Sonim Technologies™ To Use Indiegogo To Enter Active Sports Market; Limited-Edition Rugged XP7 Extreme™ Smartphone To Go On Sale Nov. 25**

## **Sonim Leveraging New Route to Reach Consumers**

SAN MATEO, Calif., Nov. 25, 2014 /PRNewswire/ -- [Sonim Technologies, Inc.™](#) today announced the start of the Limited Edition Sonim XP7 Extreme™ Android Smartphone [crowdfunding campaign](#) on Indiegogo. The rewards-based program targets active-sports enthusiasts who need a smartphone that meets their demanding lifestyle and can stand up to the most rigorous conditions that they may encounter.

Sonim, best known for making the toughest mobile phones used by people who work in extreme environments, chose Indiegogo to reach the site's rapidly expanding consumer audience. With the start of the campaign, Sonim becomes the first established Android handset manufacturer to utilize Indiegogo versus more established and traditional routes to reach consumers.

"Over the last nine years, we have been building the most durable phones for our everyday heroes like police officers, firefighters and our nation's first responders," said Sonim CEO Bob Plaschke. "So when the outdoor community saw what our latest smartphone can do, they said, 'Hey, that's the perfect smartphone for our active lifestyles.'"

Created and built for the active sports participant who has suffered through broken phones, cracked screens and damaged keypads, the Sonim XP7 Extreme surpasses standard rugged-use certifications and is tested against Sonim's own rigorous [Rugged Performance Standards \(RPS\)](#). The XP7 Extreme's unique design protects devices from the challenges faced by participants of extreme and rough outdoor sports that often pose a challenge to other smartphones. The limited edition smartphone will be available to sports enthusiasts beginning Nov. 25 via Indiegogo.

The shock-resistant smartphone meets the toughest military-grade certifications, and is constructed to be both submersible in water and drop resistant, meeting IP68 and IP69 standards. Built to withstand high drops on hard surfaces such as concrete, it can survive extreme cold temperatures that mountain climbers and snow sports enthusiasts face, or take the heat and humidity that lovers of water sports crave. The XP7 Extreme can withstand the crushing force of a ton of metric pressure, as well. Produced for use in the outdoors, the touch-screen display can be viewed clearly in direct sunlight and is usable with the gloves often worn by active sports participants.

Featuring advanced audio capabilities, the XP7 Extreme includes an extra loud 103dB front-facing speaker and noise-cancelling microphone, making it the best choice for active-sports participants. Its extra-long-life battery offers up to 1,000 hours of standby time and 40 hours of talk time. And, since even the most rugged phones occasionally break, Sonim backs the device with a three-year, comprehensive warranty for damage to the smartphone caused by extreme use, but not abuse.

"Snow or surf, off-road racing or hiking, the new Limited Edition XP7 Extreme is the ideal smartphone for those who pursue and take part in adventurous outdoor sports," added Plaschke. "With the XP7 Extreme, those who want to take photos, videos and stay connected will find they no longer have to worry about breaking their phones, shattering screens or have them end up all wet as the Sonim devices stand up to the toughest conditions."

Sonim chose Indiegogo to enter the active-sports market with the customized XP7 Extreme on the basis of its track record and consumer-demographic consisting of people who look to buy products not yet available through more established, traditional channels.

"We looked at the various platforms out there and considered various business strategies to break into the active-sports, heavy-consumer market," Plaschke said. "In the end, we decided to do something very different. Rather than spend months building up distribution channels we decided to reach the extreme adventurer through an unconventional channel."

The Limited Edition XP7 Extreme offer on Indiegogo includes the opportunity to purchase a custom Extreme holster with mounting system that allows the phone to be connected to other popular sporting accessories. With the holster active, sports participants will be able to use their XP7 Extreme devices in environments that other smartphones couldn't endure on their own.

For more information on how to back the Sonim XP7 Extreme Indiegogo campaign or how to order, visit either [SonimExtreme.com](http://SonimExtreme.com) or [the Indiegogo rewards campaign page for more details](http://the.Indiegogo.rewards.campaign.page.for.more.details). <http://www.sonimtech.com/>

## ABOUT SONIM TECHNOLOGIES

Sonim Technologies (<http://www.sonimtech.com>) is the provider of mission-critical solutions designed specifically for workers in extreme, hazardous and isolated environments. The Sonim solution includes ultra-rugged mobile phones, business-process applications and a suite of industrial-grade accessories, collectively designed to increase worker productivity, accountability and safety on the job site. Sonim's industry-leading, 3-Year comprehensive warranty has redefined customer expectations of rugged technology. The company is headquartered in San Mateo, Calif., and offers its products with mobile operators around the world.

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