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Sonim Technologies' Indiegogo Campaign Passes Goals

Goal Passed, Sonim has Explorers in 33 Countries Who Embrace Worlds' Most Ultra-Rugged Smartphone

SAN MATEO, Calif., Dec. 18, 2014 /PRNewswire/ -- Sonim Technologies, Inc. today announced that over the weekend it has surpassed its initial goal of raising \$150,000 through sales of the Limited Edition Sonim XP7 Extreme™ Android smartphone in an [Indiegogo campaign](#). Sonim's campaign, which ends Jan. 6, 2015, has sold Sonim's ultra-rugged smartphones to new, active explorers in 33 countries.

"Through Indiegogo we've been able to connect with consumers around the world using a new, previously unavailable, method that builds new direct pathways to consumers," said Sonim CEO Bob Plaschke. "We're delighted to be engaged with a community rich in early adopters who are tech savvy and lead an active lifestyle. Their feedback will contribute to the future of our growing smartphone lineup."

"These active, adventurous explorers are going to require new equipment and apps," added Plaschke. "And the Sonim XP7 Extreme is the device that creates and supports that ecosystem."

Sonim's core business serves enterprises with ultra-rugged communication solutions including an eco-system of the world's toughest phones, workforce critical applications and accessories solutions that provides a natural crossover to serve the extreme sports market.

"When we started this project our main objective was to build a community of new customers, in new markets, who actively participate in extreme outdoor sports, and I'm delighted to conclude we've achieved this goal through our Indiegogo campaign."

The campaign, which has three weeks remaining, offers an unlocked Sonim XP7 Extreme Android LTE Smartphone for \$579, and includes several value added benefits, including a ruggedized Bluetooth headset, a \$79 value, \$49 Ultra Mobile SIM card (US Only), a microUSB adapter, a \$15 value as well as Sonim's comprehensive 3-year warranty.

"Utilizing Indiegogo's platform provided us with a unique opportunity to better understand our customers, expand awareness of the Sonim brand and broaden the availability of our smartphones," said Plaschke.

Today, Sonim also announced an added referral component to its campaign where backers and partners associated with a specific referral ID can earn free merchandise.

Visit the Indiegogo [campaign page](#) for more information.

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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