

Press Release

Omate Announces the First Standalone 3G Enabled Smartwatch with Amazon Alexa

Seattle – August 29, 2016 – Today, Omate announced the Omate Rise Limited Edition smartwatch with the Amazon Alexa Voice Service available later this year. The watch will be available for pre-order Sept. 1-3, 2016 on the [Omate Rise Indiegogo page](#) for \$199.00 and will start shipping in Dec., 2016. Starting Jan., 2017, the price will increase to \$349.00.

The Omate Rise Carbon Fiber Limited Edition with Amazon Alexa will feature a number engraved on the nano SIM card back plate from 001 to 999.

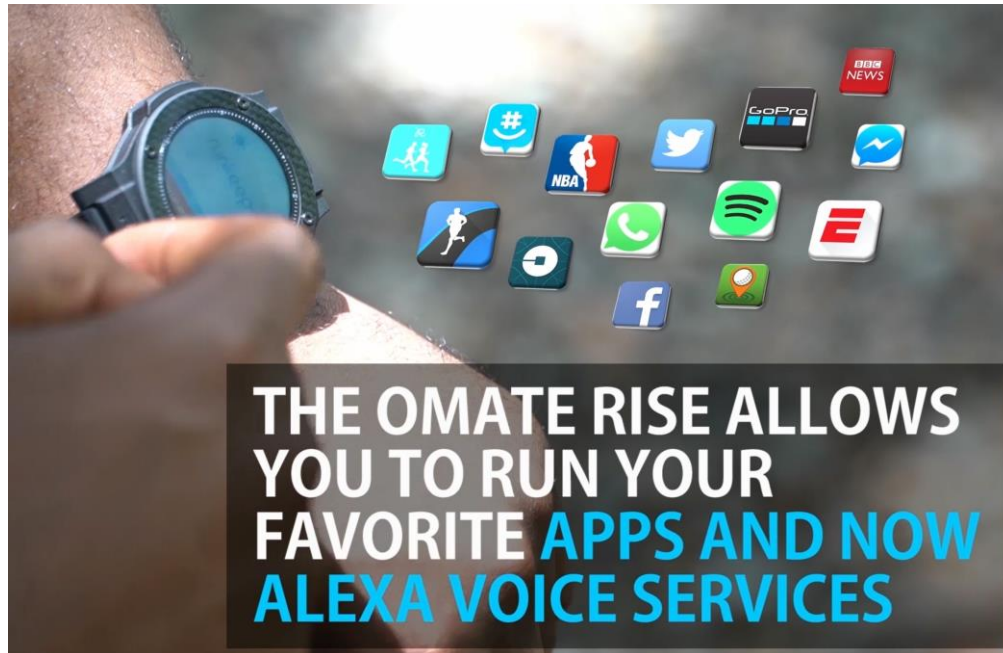
Additionally, backers of the Omate Rise Beta Tester Edition will receive access to the Amazon Alexa service via a firmware over-the-air update by the end of the year. Omate Rise early backers have so far contributed over \$240,000 in just two days on [Indiegogo](#).

With Amazon Alexa, Omate Rise users now have access to a range of [over 2,000 skills](#) straight from their wrist anytime, anywhere. Through the Omate Rise smartwatch, customers can gain access to a myriad of information, control their smart home devices, and much more.

“It has been a fantastic experience working with the Amazon Alexa team to bring Omate supporters voice-experiences through the Alexa Voice Service. We are excited to welcome new members to the Omate community with the exclusive Omate Rise Limited Edition with Amazon Alexa.” said Laurent Le Pen, CEO at Omate.

“We built the Alexa Voice Service so companies like Omate could bring their customers truly magical voice-experiences,” said Aaron Brown, Director of Amazon Alexa. “We’re excited to see customers communicating with Alexa while on-the-go through Omate Rise later this year.”





Press Kit: HD Photos and Videos of the Omate Rise Limited Edition with Amazon Alexa are available [here](#)



Ting 3G nano SIM card embedded

Omate has partnered with Ting to include a FREE Ting GSM SIM card with the Rise Limited Edition with Amazon Alexa. "This partnership is such a great example of companies focusing on what they do best," added Michael Goldstein, Ting VP of Sales and Marketing. "Omate makes beautiful, durable, capable smartwatches. We make it easy and affordable for their customers to get those smartwatches online. I think the combined experience will be very popular here in the US."

About Amazon:

Amazon is an American electronic commerce and cloud computing company with headquarters in Seattle, Washington. Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about

About Omate:

Omate is a hardware and software company that designs wearable tech / IoT products. Omate is a 500startups backed company operating in Mountain View - California and Shenzhen - China. Omate offers a full turnkey solution allowing tech, fashion, watch, jewelry brands and insurance companies to design IoT and wearable tech devices "Powered by Omate". For more information please visit: www.omate.com or contact us at press@omate.com Like us on Facebook at www.facebook.com/omateofficial or follow us on Twitter and Instagram at @OmateOfficial