

## PRESS RELEASE

### **Luxury Leather Jacket With Active Heating, Hands Free Calling And Cell Phone Charging**

***illation Jacket sets new standards in functional density and level of integration***

**Gilching, April 28, 2015 — The *illation Jacket* sets new standards in terms of functional density and integration level in smart garments and is a perfect example for the power of conformable electronics. The technology inside the jacket is thin, flexible, lightweight, and has extremely high performance standards. The conformable electronics system is fully integrated and distributed within the garment. It is intelligent and highly sophisticated, but allows for easy and intuitive control. The *illation Jacket* warms the shoulders, neck, back, kidneys, and hands, functions as hands free calling device, allows users to listen to music without headphones, and even charges cell phones.**

“The jacket was specifically developed for convertible and classic car drivers and urban commuters.,” Teiimo CEO Markus Strecker explains. Cruising with the top down will be more comfortable and the *illation Jacket* will extend the season for convertible enthusiasts. Classic car drivers, whose cars generally don’t have heated seats or hands-free calling, can now enjoy these features in their cars. They can always be reached because the jacket’s integrated Bluetooth allows easy and clear communication while driving. This saves expensive and time consuming retro fitting of this functionality into the car.

The hand crafted *illation Jacket* is made of the finest German cowhide leather. The jacket warms neck, shoulders, kidneys, and back. The ladies’ jacket features additional heated pockets. with the user interface in the outer pocket, two distinct heating zones can be adjusted independently on five different levels. The very thin, flexible, and light weight rechargeable batteries in the sleeve pockets can heat the jacket for up to six hours and can be charged in as little as two hours. In the car, the *illation Jacket* can easily be powered through the cigarette lighter outlet. Cables to connect to the car are located in both the left and right pocket, to prevent wire tangles.

The *illation Jacket* can connect to cellphones via Bluetooth; a microphone and two small but effective speakers are integrated into the collar. Calls can easily be taken through buttons in the left sleeve. Music can also be played through the jacket. Practical for on the go: a cell phone charger with USB output.

“Neither in the development, nor in the production, did we compromise, we deliberately chose first class materials and always emphasized the highest possible comfort for the user,” says Strecker.

And then there's the dot on the i: the unique trademark of the *iilation Jackets* are the i-dots on the brand logo at the bottom of the left sleeve. Two LED backed "i"s glow red and light up intermittently while the *iilation Jacket* is switched on.

The jacket is available for pre-order directly from [teiimo.com](http://teiimo.com). It comes in black and brown. Teiimo is also working on setting up points of sale.

The name of the jacket – iilation – stems from the word “elation” to evoke excitement, joy, jubilation, and pride. Beyond that, it reminds of the word illation, to draw a conclusion, and stands for the company's vision to think a step ahead.

Teiimo is a technology company specialized in the field of conformable electronics and electronic systems, that is to say, electronics that fit the body and its environment because they can be stretchable and bendable.. It creates its own innovative and high quality products, develops systems and components from concept to series production, and takes care of the system integration.

The *iilation jacket* comes ten years after the introduction of the world's first communication and entertainment jacket: “the Hub” by O'Neill, a snowboarding jacket with integrated MP3 player and Bluetooth system. The technology for this product was also developed by Teiimo founder Marks Strecker, a pioneer of the wearable electronics market, who has led the development of numerous products. His last project in this arena was developing the adidas miCoach Elite Team-System as Director of Electrical Engineering at adidas. The miCoach Elite Team-System is a training system for professional soccer players and is used by the German national team, as well as numerous top European clubs and the entire Major League Soccer roster in the US.

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