obvious.

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Obvious introduces the world's first app store for low-power embedded devices

Launches beta testing for select Nordic-based products

Las Vegas, Nevada, USA (January 8, 2019) – Obvious launches the Nordic-customer-exclusive beta testing of the Obvious Platform at the 2019 Consumer Technology Association's CES conference today in Las Vegas.

Obvious is an app store for embedded devices, allowing low-power, wireless devices to leverage a full ecosystem, including mobile and cloud tools that power painless payments, integrated licensing, fleet management, and device metrics. The Obvious team has worked closely with Nordic to develop a Platform that is currently available exclusively on Nordic-based devices.

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"Obvious is a secure, lightweight, embedded platform that enables after-sale features and upgrades," explains Ben Hilborn, Managing Director of Obvious. "With Obvious, Nordic-based customers can make the most of their existing devices - from those spare CPU cycles, an extra I/O port or unused Bluetooth airtime. We strive to make this an effortless experience for vendors -- enabling them to package up existing functions or make new ones, charge a fair price and open up new revenue streams."

"Obvious adds another dimension to our leading edge wireless technologies. We were at the forefront of Over-the-Air Device-Firmware-Upgrade (OTA DFU) on our Bluetooth enabled radios, which has enabled our customers to update their end products in the field. The Obvious platform takes this one step further and enables our customers to not only bring more value to their products, but also add a new app based revenue stream, similar to what consumers have already embraced on their smartphones for years," says Thomas Soederholm, Director of Business Development at Nordic Semiconductor.

About Obvious

Obvious is an app store for low-powered embedded devices. It is a division of 4iiii Innovations, a Canadian company that has grown several disruptive startups focusing on wireless embedded sensors from wearable to IIoT. Obvious head office is in Cochrane, Alberta and can be found online at **obvious.xyz**

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BACKGROUNDER

WHAT IS OBVIOUS?

Obvious is a lightweight embedded platform that enables after-sale features and upgrades. Obvious is changing the way developers build and monetize features on smart devices. It streamlines and secures manufacturing, adds flexibility and security to software licensing, and opens up new revenue streams and business models.

WHAT DEVICES DOES THE OBVIOUS PLATFORM SUPPORT TODAY?

Nordic Semiconductor Processors - nRF52810, 52832 and 52840

WHAT IS THE RELATIONSHIP BETWEEN OBVIOUS AND 4iiii?

Obvious is a wholly owned division of 4iiii Innovations Inc.
The managing director of Obvious reports to 4iiii CEO - Kip Fyfe.

WHAT IS THE RELATIONSHIP BETWEEN OBVIOUS AND NORDIC?

The 4iiii Innovations team has had working relationships with Nordic for decades.
Engineers from Obvious consulted with the Nordic team
on the development of the new platform for Nordic-based customers.

HOW CAN NORDIC-BASED CUSTOMERS
PARTICIPATE IN BETA TESTING OF OBVIOUS?

Sign up for beta-testing at **obvious.xyz** and we'll be in touch right away.
Please note: participation in beta-testing is limited and phased to
ensure our customer service standards can be upheld.

WHAT IS THE STORY BEHIND THE NAME "OBVIOUS"?

We believe that after-market apps must be intuitive for both the vendor
and consumer to have value. We strive to offer effortless solutions
that make the choice of our new platform, quite simply, obvious.

WHO IS THE MANAGING DIRECTOR OF OBVIOUS?

Electrical engineer Ben Hilborn is the Managing Director of Obvious.
Ben oversees a dedicated team that is passionate about delivering
customer-relevant, easy to use, high-impact software.
A serial entrepreneur, Ben was previously at a management level
of several other startups.

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