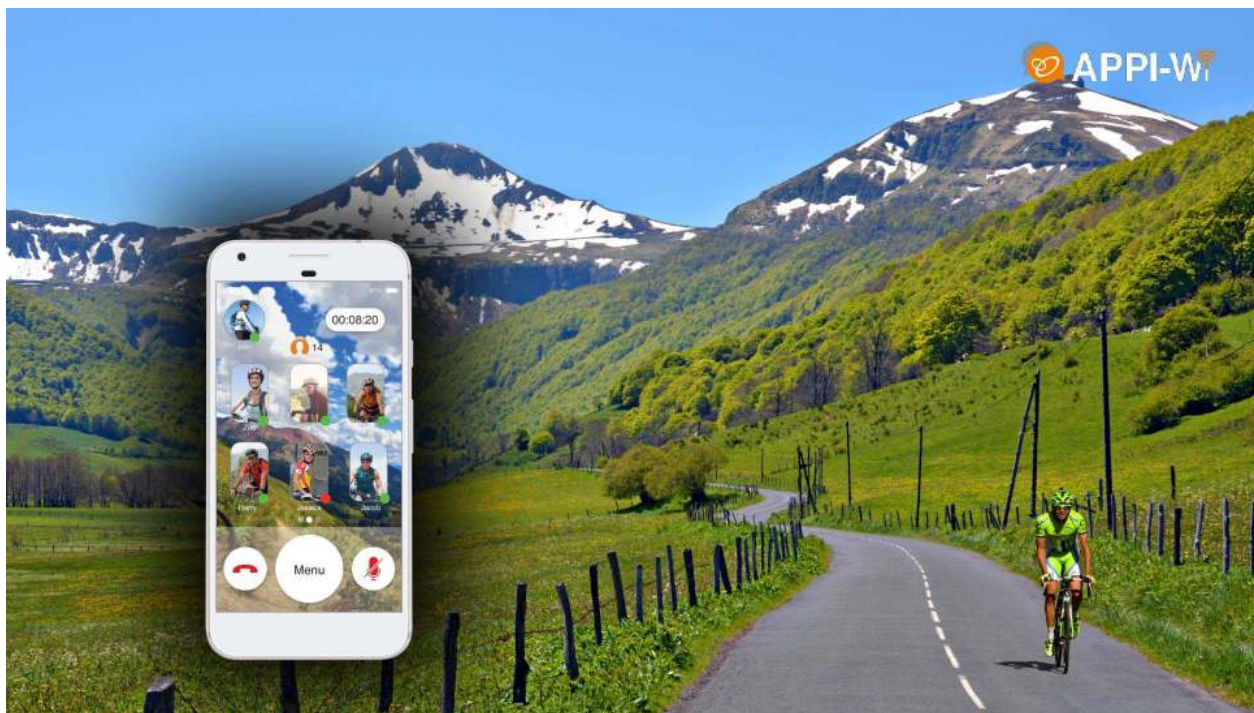




**Under Embargo Until
Monday, January 8, 2018 - 6 am EST**
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**APPI-Wi Lets You Leave the Phone in Your Pocket to Experience the Outdoors and Truly Communicate
Hands-free Even with No Cell Service**

*By freeing up your hands and some space in your bag, APPI-Wi lets you converse easily while exploring
and being active outdoors.*



Las Vegas, NV—January 9, 2018—Even in a society that sometimes prefers screens to sunshine, we still love outdoor activities because no screen can replace the sensation of cycling into a headwind or the glare of sunlight reflecting up off the fresh-fallen snow. While these activities are best enjoyed with company, communication with those around you can be a problem. So whether your hands are busy steering or steadying yourself with skiing or hiking poles, APPI Technology's app allows you to communicate freely when someone isn't right next to you.

In the one-device world we live in, our phones are the hub of all our communications and APPI recognizes that. After success with APPI-Com, their first no-network hands-free connectivity device for companies like Airbus and GSK, the company is bringing the same technology to the general consumer.

Their latest innovation is called APPI-Wi, and it only requires a smartphone. No more walkie-talkies, short-wave radios or the like; APPI-Wi lets you communicate with your cycling partner, hiking buddy or skiing pal using nothing more than your smartphone's Wi-Fi antenna to establish your own private network. That means no extra hardware to buy or carry, and no out-of-the-ordinary operation that takes time to learn.

APPI-Wi uses a smartphone's Wi-Fi antenna to connect directly to the other person's phone using Wi-Fi Direct, so you won't need cell service of any kind to take advantage of APPI-Wi. APPI-Wi brings off-network audio conferencing into the modern tech space, and also into your pocket on a device you already carry with you. Since APPI-Wi is an app on your smartphone, it works with your favorite pair of wired or Bluetooth headphones so you can keep your phone in your pocket, your hands free and at the ready while racing downhill or sidestepping down a gravelly switchback. If your partner isn't close by, APPI-Wi allows for a range of 100 meters so you can go off the beaten path or take a short break, all while staying connected to your partner.

APPI-Wi will be available for Android in Spring 2018, with an iOS app coming soon. APPI will be showcasing both APPI-Com and APPI-Wi at CES 2018 in Eureka Park at booth #50241. For demo and interview opportunities, contact Philip Bourget at philip.b@oxygen-pr.com.

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About APPI-Technology

Active Protection Personnel Instruments (APPI) Technology was founded in 2009 with the goal of simplifying the communication process of security, law enforcement, emergency response and other hands-on workers. The APPI-Com offers a hands-free team communication device, and, with APPI-Wi, brings the ease-of-use of the APPI-Com to consumers that need to have that level of freedom without the need of dedicated hardware.