



## ASX Announcement

PERTH SEPTEMBER 24, 2018

# FAMILY ZONE TO LAUNCH A WORLD-FIRST CYBER SAFE MOBILE PHONE

Family Zone Cyber Safety Ltd (ASX: FZO, 'Family Zone' or 'the Company') is pleased to update the market on the impending launch of the FZ ONE Cyber Safe Mobile Phone.

## HIGHLIGHTS

- Family Zone launching a world-first cyber safe mobile
- Fully featured, high spec Android device on the Android 8 / Oreo
- Family Zone Cyber Safety controls embedded into operating system
- Designed to be loved by children and parents alike
- Targeting "first mobile phone" segment in ANZ, estimated to be +1M devices/yr
- Pricing (\$199 inc) and proposition developed in consultation with major retail chains
- Includes a 12 month subscription to Family Zone
- Expect to be available online & in retail stores for Christmas 2018

## FZ ONE CYBER SAFETY WITHOUT COMPROMISE



ONLY \$199 (inc)



Embedded Family Zone controls



Supports Android (Oreo)



Fully featured smartphone



Designed for social teenagers



Support school policies & programs



Built in anti-violation & safety



Available Online | Retail



# FZ ONE, Cyber safety without compromise

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Family Zone is proud to announce the imminent launch of the FZ ONE, the world's first fully-featured smartphone with built in cyber safety.

## Why we built the FZ ONE

Across the world, children are getting their first mobile phone at younger and younger ages. In Australia there are over 4M children with a mobile. On average they get them by 10 and more than 30% of children have one by year 4.

Parents provide children with mobiles for safety and security and to enable them to be social and to play. A clear trend is pressure from children driving younger uptake.

Parents are understandably and increasingly concerned about providing their children with personal mobiles. They want their children to be connected but don't want them to be addicted, bullied or otherwise negatively impacted.

### *The challenge for parents*

- Experts<sup>1</sup> say that there is no "right" age
- Parents want their kids contactable & online but safe and secure
- Parents & schools have concerns around distractions and bullying at school
- Smartphones are built for adults; installing and setting up controls can be a challenge
- Children demand high spec and fully featured devices
- Purpose built "child" devices offer limited features and are unattractive to older children

### *The FZ ONE, Cyber safety without compromise*

FZ ONE is a breakthrough. It's a mobile phone built in consultation with major retailers and cyber safety experts to suit the needs and desires of parents, schools and children.

**For children:** The FZ ONE has the latest version of Android (Oreo) and is a high specification, high quality and great looking device. There are no functional compromises or limitations on features, apps, social networks or gaming.

**For parents:** The FZ ONE has Family Zone deeply embedded into the operating system - it is incredibly simple to set up, highly secure and cyber safe. But in addition, as a fully featured Android device, parents can add family, social and gaming apps and can leverage all of Google's services and functions.

**For schools:** The FZ ONE supports Family Zone's innovative School Community features. Schools can have confidence that FZ ONE devices are compliant with school policy.

## The FZ ONE is a world-first cyber safe mobile phone!

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<sup>1</sup> Such as the American Academy of Pediatrics

## Sales & distribution

FZ ONE will launch for Christmas 2018. It will be available online and through our partner schools.

Family Zone has received strong interest from major Australian and New Zealand mobile, big box and general retailers and we expect to announce distribution arrangements shortly.

Pricing has been developed in consultation with a number of retailers to ensure the device is attractive for both consumers and channel partners.

## FZ ONE

### CYBER SAFETY WITHOUT COMPROMISE



<b>OS</b>	Android™ Oreo
<b>Display</b>	5.5", 18:9 HD+, 16M colour
<b>Design</b>	Size: 147.1 x 68.8 x 8.5 mm Weight: 145g
<b>Camera</b>	Rear: 13MP, Front: 5MP. HDR, Panorama, Light filters, Night mode, face recognition, burst mode, social mode, Face beauty, Selfie Album, One Hand Mode.
<b>Memory</b>	Internal: 16GB MicroSD up to 128GB
<b>Connectivity</b>	GSM Quad Band, UMTS, LTE, GPRS, 4G, VoLTE, WiFi, Bluetooth 4.2, GPS, A-GPS, USB 2.0 High Speed
<b>Features</b>	Fingerprint sensor, dual-microphone, with noise cancellation, fingerprint and face key, Google Assistant.
<b>Battery</b>	Standby 320h, Talktime 13h
<b>Family Zone</b>	Embedded in the operating system. Activation of a Family Zone account is required to activate the device.

## About Family Zone

Family Zone is an ASX-listed technology company focused on cyber safety. Meeting a growing demand to keep kids safe online and manage digital lifestyles, Family Zone has developed a unique and innovative cloud-based solution which combines Australian innovation with leading global technology.

To learn more about the Family Zone platform and the Company please visit [www.familyzone.com](http://www.familyzone.com).

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