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# SMARTER SOLUTIONS AUTOMOTIVE

IoT Buttons for effortless and safe connectivity



**YOUR  
LOGO**



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# The key to effortless connectivity and safer journeys

Distracted driving is one of the most dangerous behaviors on the road today. While there are many causes of driver distraction, cell phones remain a major obstacle to focused driving. The National Traffic Safety Administration reports that **phone use is involved in 12% of all car accidents on U.S. roadways**. Studies also show that using a phone to send a text message while driving can have the same effect on reaction time as drinking four beers before getting behind the wheel (source Forbes.com).

Amidst this challenge, Flic buttons offer a revolutionary solution tailored for automotive use. Discover how these small, wearable buttons empower users to seamlessly control app functions with just a push, double push, or hold action without taking their eyes off the road. With customizable options, Flic buttons adapt effortlessly to individual preferences and your app needs, ensuring a safer and more convenient driving experience.



# How IoT is used to battle operational issues



In the automotive industry, IoT (Internet of Things) technology has revolutionized connectivity, addressing operational challenges effectively. By harnessing interconnected devices, IoT facilitates real-time monitoring and seamless communication, enhancing efficiency and safety on the road.

Flic buttons, as innovative IoT devices, play a crucial role in this sector by offering customized wearable Smart Buttons tailored for automotive use. These buttons serve as intuitive interfaces, allowing drivers to access essential functions without diverting attention from the road. Seamlessly integrated with automotive systems, Flic buttons provide safer connectivity, enabling drivers to effortlessly manage tasks such as messaging, navigation, music control, and calls while maintaining focus on driving. This innovative approach revolutionizes the way drivers interact with technology, ensuring safer and more convenient journeys on the road.





# Solutions For Automotive



## Car manufacturers

Integrating Flic buttons in vehicle's dashboards or steering wheels adds convenience and safety for drivers. With just a push, they can easily use messaging, navigation, music control, and calls.

Push: Play Music  
Double Push: Reply to Call  
Hold: Stop Music



# Solutions For Automotive



## Ride sharing & Taxi Services

Drivers can quickly send pre-set messages to passengers, activate navigation to their destinations, control music playback to create a pleasant atmosphere, and make hands-free calls to communicate with dispatch or passengers.



Push: Start music

Double Push: Inform passenger for arrival

Hold: Turn on navigation

# Solutions For Automotive



## Fleet Management

By equipping your fleet vehicles with Flic buttons, you can streamline communication, navigation, and compliance with company policies.

Push: Status update

Double Push: Maintenance request

Hold: Emergency alarm



# Solutions For Automotive



## Car Accessory Manufacturers

Bundle Flic buttons with products such as dash cams or Bluetooth adapters to provide added functionality and convenience to car owners.



Push: Send pre-set message  
Double Push: Turn on Bluetooth  
Hold: Turn off Bluetooth

# Why companies are choosing Flic

**Instant Accessibility:** Flic Smart Buttons eliminate the need to search for a phone, providing instant access to your functions with a simple push.

**Effortless & Discreet Activation:** By bypassing the time-consuming process of unlocking a phone and navigating through apps, Flic simplifies the activation of triggers of your choice.

**Versatility and Easy Integration:** Flic Buttons have three triggers activated by Push, Double Push & Hold which can be easily customized thanks to our free SDK's.

**Enhanced Efficiency:** With Flic, your app or service becomes radically more accessible. Whether it's easily replying to calls, music control or triggering specific functions, the intuitive Flic Smart Buttons empower you to execute actions swiftly and efficiently.





# Flic for Automotive Apps & Services



**TRUSTED BY COMPANIES WORLDWIDE**

# ABOUT US

We are Flic- Shortcut Labs AB, from Stockholm, Sweden. Our mission is to simplify life and empower all people through technology.

Founded in 2013, we are proud to be the world leader in the Smart Button industry, empowering through technology both consumers and businesses around the world.

Our flagship product is the Flic Smart Button. A small wireless programmable controller that allows you to trigger shortcuts to frequently used actions.

Flic is extremely versatile. We provide everything you need so that you can easily customize these buttons to fit your needs! Music control? Activating Navigation? Replying to calls? We got you!

Your own app or software



It starts with a push.





# HOW IT WORKS

Flic buttons can be easily integrated to your app or business system, thanks to our free SDKs.

Empower your app with physical customizable buttons to enable key functions, making your solution radically more accessible and easier to use.



# The Easy way to manage and implement new processes

- ✓ **Simplicity:** We provide Software Development Kits, libraries, guides, and even an example app so developers have an easy workload without any additional costs.
- ✓ **Device Manager:** Our platform allows for centralized management of Flic buttons, enabling administrators to track usage, monitor battery levels, and ensure optimal functionality at all times.
- ✓ **Short Integration Time:** With our Open SDK, integration into your existing systems is quick and seamless, minimizing disruption to your operations.
- ✓ **Scalable Solution:** No matter the size of the companies you are working with, our button solutions can be scaled to meet your needs, providing flexibility and adaptability as your organization grows.
- ✓ **Long-lasting Battery Life:** Our buttons have three-year battery life, powered by easily replaceable coin batteries. This ensures continuous protection without the need for frequent maintenance or downtime.



# Best Practices and success stories

## Flic & Citroën

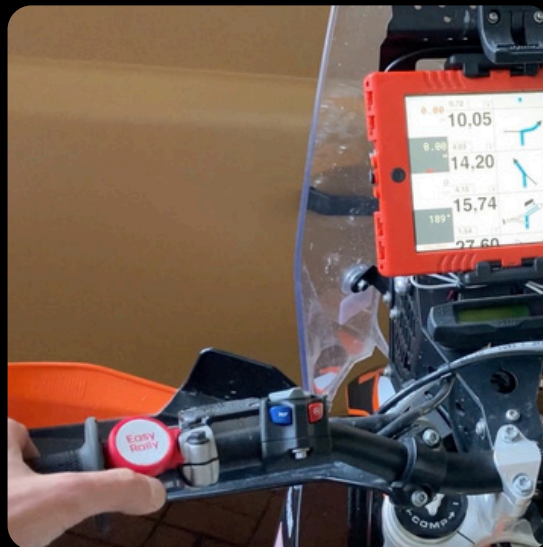


Flic buttons have revolutionized Citroën's driving experience by integrating seamlessly with the "My Ami play" app, now known as Citroën Switch. With a simple push, drivers access their favorite functions like navigation and calls without taking their eyes off the road. This innovative solution prioritizes safety while enhancing connectivity.

Discover more on [www.flic.io/blog/Citroën](http://www.flic.io/blog/Citroën)

# Best Practices and success stories

## Flic & RallyRec



Flic buttons have supported RallyRec by providing hands-free control of the Easy Rally app. Users can now navigate the road book and operate the tripmeter with a simple push, ensuring safer and more efficient rallying without needing to touch the screen.

Discover more on [www.flic.io/blog/RallyRec](http://www.flic.io/blog/RallyRec)

Want to learn more?  
Hop on a quick call with us!

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