



Powered by Shortcut Labs

SMARTER SOLUTIONS

SPORTS

IoT Buttons for seamless and cost efficient sports and fitness tracking



**YOUR
LOGO**



Powered by Shortcut Labs AB

CONTENTS

No more disruptions during sports.....	3
How IoT is used to battle operational issues.....	4
Effective solutions used in Sports.....	5
Why companies are using Smart Buttons.....	9
Flic Smart Buttons for Sports and more.....	10
About Flic - Shortcut Labs.....	11
The Easy way to implement new processes.....	13
Best Practices and Success Stories.....	14

No more disruptions during sports

Using phones during workouts and sports can be disruptive or simply not possible. The persistent need to skip songs, monitor repetitions, and hit performance checkpoints during exercise sessions often proves to be a source of frustration, ultimately diminishing user engagement with fitness applications.

Discover how Flic empowers users to effortlessly navigate app functionalities through a compact wearable button. With Flic, users can conveniently trigger app actions with a single push, double push, or hold, streamlining their fitness journey with ease. What sets Flic apart is its versatility; buttons can be effortlessly customized to align with specific user preferences and application requirements.



How IoT is used to battle operational issues



IoT (Internet of Things) technology has become a game-changer, addressing operational hurdles effectively for sports apps and services. By leveraging interconnected devices, IoT enables real-time monitoring and seamless communication, streamlining operations for sports organizations and enhancing efficiency, especially in challenging environments.

Flic, an innovative IoT device, plays a pivotal role in this domain by offering customized wearable Smart Buttons customised for sports apps and services. These buttons act as intuitive interfaces, allowing users to effortlessly trigger essential functions, such as tracking performance metrics or accessing critical resources during training sessions or events. Integrated seamlessly with sports-specific systems, Flic provides confidence and ease of use across various sporting scenarios, revolutionizing the way athletes and organizations interact with technology.



Solutions For Sports



Music Control

Seamlessly skip songs or adjust volume during workouts without the need for a phone, enhancing focus and convenience

Push: Play Music
Double Push: Next Song
Hold: Stop Music



Solutions For Sports



Rep Tracking

Effortlessly count and track repetitions for exercises using Flic buttons.

Push: Start counting
Double Push: Pause counting
Hold: Reset



Solutions For Sports



Score Tracking

Effortlessly monitor scores or progress in sports games or competitions using Flic buttons for instant updates.

Push: Point for Team A
Double Push: Point for Team B
Hold: Start new game



Solutions For Sports



Customise Functions

Tailor Flic buttons to trigger specific actions like timer starts or workout logging.



Push: Start timer
Double Push: Stop timer
Hold: New workout

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 score tracking, music control or triggering specific functions, the intuitive Flic Smart Buttons empower you to execute actions swiftly and efficiently.



Flic for Sports Apps & Services

SCOREERO

sporfie

PINGPOD

GAME
THEORY

RALLY REC

DR.DISH

AngR

TRUSTED BY COMPANIES WORLDWIDE

ABOUT US

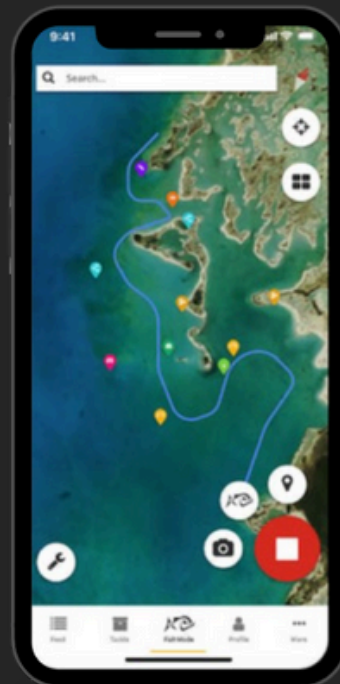
We are Flic- Shortcut Labs AB, from Stockholm, Sweden. Our mission is to simplify life and empower all people through technology.

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! Skip songs? Track reps? Score counting? 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 & EnduroRally24



EnduroRally24 is a mobile app transforming navigation in enduro events. It replaces printed road books, saving costs, and automates functions like road book scrolling and trip meter operation. Flic enhances user experience by enabling convenient app control without screen interaction, ideal for driving or wearing gloves.

Discover more on www.flic.io/blog/endurorally.

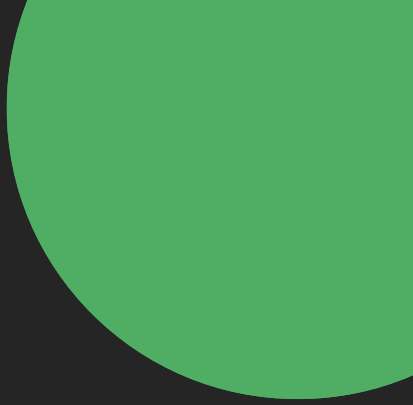
Best Practices and success stories

Flic & Anglr



Anglr, a fishing intelligence platform, offers a free app for anglers to log and analyze fishing data across devices. With Flic Button integration, anglers can swiftly record catches, mark waypoints, and track gear changes hands-free, enhancing fishing efficiency and enjoyment.

Discover more on www.flic.io/blog/Anglr



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

Dirk Lüders
Partnerships

dirk@flic.io
www.flic.io



Powered by Shortcut Labs