



## iBeezi® Press Release

### The ultimate solution for writing effortlessly on a smartwatch is coming to Tokyo!

**Tokyo (Japan), September 8<sup>th</sup>, 2015** – iBeezi® Ltd., the tech start-up based in Brussels and Hong Kong which tackled the challenge of writing effortlessly on small screens, is gaining traction in Asia's tech industry. After qualifying for several awards at prestigious tech events in the region, and launching two keyboard apps on the Google Play Store in August 2015, the keyboard innovator is presenting at the TechnAsia event in Tokyo on September 8<sup>th</sup> and 9<sup>th</sup>, 2015.

**The art of writing on small screens:** small screens have proven to draw big challenges for providers of classic keyboard tools. For one, because QWERTY keyboards don't fit on a watch-size screen and, for two, because unlike smartphones, smartwatches come in all kinds of shapes, adding pressure to the "traditional" keyboard layout. iBeezi® started with a new approach, and used watch screens as a benchmark for producing its own keyboard solution for wearables. This resulted in smart and truly innovative products.

**From notifications to communication:** iBeezi®, with its perfectly fitting, intuitive keyboard apps for Android Wear, is paving the way for two-way stream communication on smartwatches. The iBeeziWear (PRO) apps thus turn smartwatches from notification gadgets into communication tools, and allow for the further penetration of wearables into everyday life, making communication easy, no matter where you are or what you are doing. The keyboards can be used for any browsing, chatting, editing, searching or other input activities on a smartwatch.

**Cracking the code:** writing Chinese characters on small screens has been a decade-long issue, around which a number of beta solutions have been crafted. The most popular of all are undoubtedly the input methods based on Pinyin, the phonetic and alphabet-based version of Chinese. However popular, existing Pinyin input methods are nevertheless limited to areas where accuracy in writing isn't crucial. The iBeezi® method and its innovative algorithm, combining Pinyin and the Chinese radicals, put over 10,000 Chinese characters at easy and straight reach. The result is an input method with 100% accuracy, perfectly suited for all types of communication, especially in those areas where absolute accuracy in writing is needed, such as localization (GPS) tools, e-commerce, search engines, etc.

Mobile apps which will benefit from the same innovative input method are already in development at iBeezi® Ltd., but the company is looking further ahead and also focuses on developing a platform that will change the way we will in the future learn complex languages and that will drastically reduce the language barriers in international communication altogether.

**Media contact:** media@ibeezi.com

**About iBeezi®**

*iBeezi® is a tech start-up powered by its vision that efficient communication tools adapted to small screens will contribute significantly to the growth of the wearables market. The multidisciplinary iBeezi® team, based in Brussels and Hong Kong, is a blend of IT experts, passionate of the Chinese language and business professionals, all with strong international exposure and experience. The team is proud to announce the launch of a definitive solution to writing Chinese characters effortlessly on a smartwatch. This is a world première for the smartwatch industry. iBeezi® further plans the successive launches of other innovative products, both in and outside of the wearables segment, based on its iBeezi® technology (patent pending).*

[www.ibeezi.com](http://www.ibeezi.com)

**About TechInAsia**

*Tech in Asia Conference is Tech in Asia’s signature 2-day conference held tri-annually in Singapore, Tokyo, and Jakarta. It is also one of Asia’s largest conferences organized for entrepreneurs, investors, media, and friends in the technology and startup community across the region.*



Fig.1 – The iBeezi® keyboard running on an LG Watch Urbane. with typing (dot).

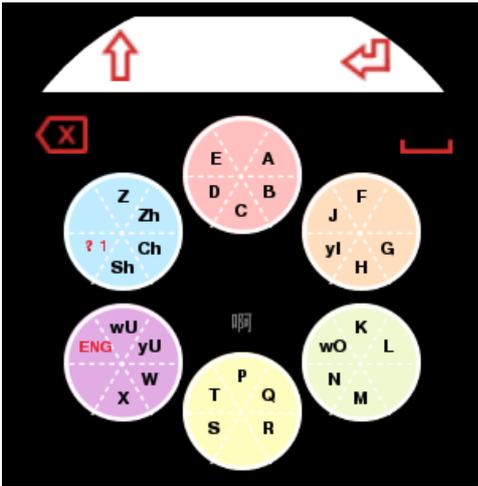


Fig.2 – Screenshot of the starting screen of the six-key dynamic virtual iBeezi® keyboard: encoding a Chinese character starts, as a first step, with selecting its initial Pinyin component.