



#tiledit



Tile Reviewer's Guide

Life can be chaotic. Our goal at Tile is to bring some calm to our members' lives. Organization is key and there are lots of internet of things (IoT) products that are designed to help people stay connected and in control when life gets in the way. People spend a lot of time trying to make this technology personal. Tile takes what is personal and enhances it with technology.

Imagine a day when you don't spend any time looking for misplaced keys or phones. Imagine a family trip where you never worry about whether your bags will make it to your destination. Imagine being able to tell the police exactly where your stolen car is and getting it back in a matter of days. Tile gives your items a voice and allows you to connect with them in a way that was never before possible. It helps you stay organized in the midst of your crazy day-to-day routine, saving time and anxiety.

The promise of Tile is keeping people connected to the things that matter in their lives. It's about growing a platform that is currently finding 250,000 things a day across the globe. We want to personally welcome you to our community and look forward to hearing about your experience.

Sincerely,
Mike Farley
CEO and Co-Founder





About Tile

Tile is the easiest way to find your things. Simply attach this tiny Bluetooth device to anything and find it with your smartphone. You can also use Tile to find your phone.

Tile saves time and money. It keeps you connected to the things that matter to you most, no matter where the day takes you.



Top five items people Tile:

1. Keys
2. Wallets
3. Bags & Luggage
4. Electronics
5. Cars

GET CREATIVE:

Our customers have used Tile to find purses, bikes, cameras, toys, drones, luggage – essentially, if you'd miss it, Tile it.

Getting started

1. Download the free Tile app, and follow the on-screen instructions. DownloadTile.com
2. Make sure Bluetooth is turned on.
3. Attach Tile to an item.
4. Share a Tile with a friend (optional).



Register



Pair Hardware



Activated

If you'd miss it, Tile it.

The Easiest Way to Find Your Things



Your Phone
Finds
Your Keys



Ring your Tiled object

Select the misplaced item from the app's home screen and tap the green "Find" button. Your Tile will play a loud tune until you find it. A green tracking circle lets you know when you are close.

Your Keys
Find
Your Phone



Ring your phone

Tile's newest feature lets you **ring your phone** to find it. Simply double-press the "e" on your Tile, and your phone will loudly ring with the Tile tune.

Web App

If you do not have your phone or Tile, you can log into our web app and see the location of your phone.

web.thetileapp.com

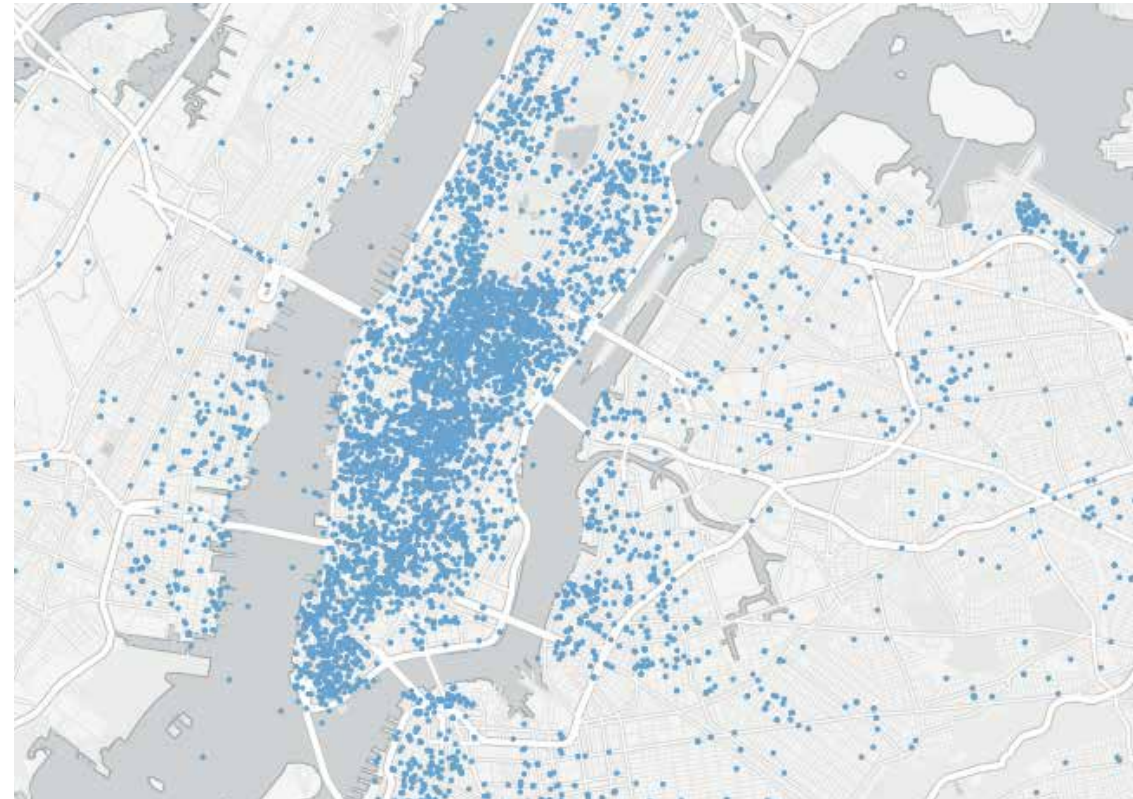




Tile remembers where you last had it.

The Tile app automatically records the last time and place your phone, or any other Tiled item, was seen. Open your Tile app to view the last known location of an item on a map.

Note: This feature uses your phone's GPS. You must keep your Tile app running and your Bluetooth enabled so that Last Place Seen is always up-to-date.



Community Find

If your misplaced item is outside of Bluetooth range, you can quickly enlist all Tile apps in our network to anonymously and securely look for your lost item. This feature is called Community Find. Simply tap the "Mark as Lost" button in the Tile app. When another person with an active Tile app is within range of the lost item, you get pinged with its location. This feature is 100% private—no one will know you're looking for a lost item.



Stories

We love hearing how community members are Tiling. Here are a few of our favorite stories.

Check out more at thetileapp.com/blog and at [#tiledit](https://twitter.com/tiledit)

Stolen Car Recovered

In Brussels, a Tiler used Community Find to search for his stolen classic VW bus. Just seven days later, he got a ping and recovered his van 100 miles away in Amsterdam.

Lost at TSA Checkpoint

In San Francisco, a Tiler realized that he left his keys at the airport after he was already in a cab heading home. He used Community Find, and was sent the location of his keys just 15 seconds later.

Is That Your Coat?

A Tiler's blazer – complete with his passport and keys in the pockets – was mistakenly taken from a party. Within 24 hours, the Tile Community helped him locate his blazer and the rest of his belongings in a nearby bar.

Tile by the numbers:

Crowd-funding campaign raised \$2.7M in 34 days
(June 2013)

Raised \$16M in Series A funding
(December 2014)

More than 2M Tiles shipped
(as of June 2015)

Tiles in 214 countries and territories
around the world

Tile helps people find 250,000 items per day

Tile saves people an average
of 10 minutes per day



thetileapp.com
[#tiledit](https://twitter.com/tiledit)