



The Czechs have created a smart lock that protects sports equipment. Now it's entering the American market via Kickstarter.

Prague 26th June 2020 The Czech company Pealock came up with a smart lock for sports equipment. The small lock design can protect skis, bikes, snowboards, scooters, baby carriage and much more. A Pealock can be connected to the mobile app, allowing you to keep track of your protected equipment. Pealock wants to raise funds to produce a Lock revolution on Kickstarter, an American company. The campaign will start on July 21, to raise at least \$30,000.

The idea of a smart lock for sports equipment was born suddenly when the creator of the lock, Marek Vala, was on the slopes and robbed of his brand new Atomic skis worth \$800. When reporting the event to the insurance company, he found that this situation was not covered by his insurance, because the skis were not locked.

"As it turned out, we weren't the only ones - four pairs of skis were stolen at the same time. We thought that thanks to a special insurance for sports equipment, it would not be such a loss, but since the skis were not locked, we did not get a single Czech crown from the insurance company. I thought it shouldn't be possible. After all, you would never let your cell phone lay as unattended as your new skis, do you? But in the case of skis, this is normally the case," described Marek Vala, in detail, how the idea for a sports equipment lock came into being.

Official numbers only help to support what Marek experienced. For example, in 2017 alone, ski equipment worth approximately 18 million dollars was stolen in Austria. During the year 2018, over 96,000 bikes were stolen in the UK, and these are only fractions of numbers internationally. In addition, the price of equipment increases rapidly every year.

Pealock is not an ordinary lock, it has a lot of technological features, which will make theft difficult even for the best thieves. The lock consists of the body itself, in which the electronics are placed. It has a motion sensor, integrated alarm, GSM and Bluetooth 5 technology for mobile app connectivity, LED lock status indicator, and the lock / unlock feature uses NFC technology so it can be used by people who do not own smartphones. Another important part of the lock is the protective strap that secures your Pealock to the object you want to be protected. Inside the strap, which is made of extremely durable and elastic material, there are steel ropes to prevent possible slashing, and wires that would trigger an alarm when damaged that creates both a loud sound coming directly from the lock and an alert on the user's mobile phone.

The mobile app that connects to your Pealock displays notifications sent directly by the lock itself, monitors battery status and manages other settings for convenient use. In addition,

you can manage multiple locks at the same time, such as your children's locks. With all these features and technologies, Pealock is a very easy-to-use and compact device. Although the initial idea was to create a lock for skis, it is more versatile and the two-year-old project developed as a tool to protect anything that can be stolen.

Almost everyone has experience with property theft and the numbers are terrible. With Pealock, however, these numbers can be much lower. In order to spread across the world and protect assets wherever it is needed, a crowdfunding campaign will be launched on the US Kickstarter platform. The campaign will be launched on July 21, anyone can join the campaign by purchasing the smart Pealock. For more information, visit www.pealock.com.

Email: info@pealock.com

Website: www.pealock.com

FB: www.facebook.com/PealockOriginal

IG: www.instagram.com/pealock_original

Název souboru: Press kit Pealock AJ.docx
Adresář: /Users/maara/Library/Containers/com.microsoft.Word/Data/Documents
Šablona: /Users/maara/Library/Group Containers/UBF8T346G9.Office/User Content.localized/Templates.localized/Normal.dotm
Název:
Předmět:
Autor: Marel Vala
Klíčová slova:
Komentáře:
Datum vytvoření: 29.06.2020 14:16:00
Číslo revize: 2
Poslední uložení: 29.06.2020 14:16:00
Uložil(a): Marel Vala
Celková doba úprav: 0 min.
Poslední tisk: 29.06.2020 14:16:00
Jako poslední úplný tisk
Počet stránek: 2
Počet slov: 629
Počet znaků: 3 347 (přibližně)