

**CROSSCALL™**

OUTDOOR MOBILE TECHNOLOGY



**PRESS BOOK**



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## INTERVIEW

# CYRIL VIDAL

CEO CROSSCALL



I needed a waterproof outdoor phone for my professional activities in the building and the steel industry, and for safety during outdoor sports such as stand-up jet skiing.



**2009**

Foundation of the **TECH & ME** company: development and distribution of tough and waterproof smartphones.

**2010**

First distribution contracts signed with Décathlon and operators such as Bouygues Télécom and SFR Réunion.

**2012**

Launch of 1<sup>st</sup> **CROSSCALL** mobile SHARK becomes market BESTSELLER.

**2013**

**CROSSCALL** is the first brand to become established in professional networks.

**CROSSCALL** is the 3<sup>rd</sup> brand sold to SMEs after Samsung and Apple.

(Source FUTUR TELECOM Barometer).

**2014**

Launch of the 1<sup>st</sup> 4G, 5" outdoor smartphone: **CROSSCALL TREKKER-X1**. Brand distributed in Belgium.

**2015**

Won the Deloitte **Technology Fast 50** award. Strategic distribution contracts signed with **XTREME Distribution**, **CORIOLIS** and **AUDIM** in France and internationally.

### How did the **CROSSCALL** brand come about?

The **CROSSCALL** adventure began in 2009 when together with my partners I created **TECH&ME**, specialising in mobile telephony for the outdoors. With a career in industry and as a stand-up jet ski enthusiast, I have broken or oxidised my fair share of phones. I needed a phone that was tough and waterproof for work use and for ensuring my safety when engaged in my leisure activities. The brand was launched in 2010 with the development of the first floating mobile phone, the **CROSSCALL SHARK** which became a bestseller for the brand.

### How is **CROSSCALL** positioned in the market?

**CROSSCALL** is the leader in outdoor telephony. We offer a range of tough, waterproof phones with long battery life. We design models which can withstand the hostile and unpredictable environments encountered by sportspeople and outdoor professionals (water, rain, wind, dust, impacts, etc.).

### How does **CROSSCALL** stand out from the competition?

In terms of the product range, beyond the tough and waterproof aspects of our mobiles, we guarantee long battery life. Our phones have very powerful batteries, which are 2 to 3 times better than other mobiles available on the market. This is absolutely essential

for prolonged outdoor use.

Secondly, **CROSSCALL** stands out through its 100% connected outdoors DNA and its ecosystem which comprises a range of innovative accessories and dedicated services. This is part of our development strategy. .

### What is the latest **CROSSCALL** product?

At the start of 2016, we will be launching two new Android smartphone products which will include our core features: tough, waterproof and with a long battery life, as well as offering features such as **WET TOUCH** and programmable keys.

2016 will also see the launch of a smartphone with breakthrough technology but which still stays true to the outdoors connected ethics.

We will also be offering a new range of outdoor accessories such as kit for bikes, waterproof earphones, chargers with 2 USB ports etc...

### What are **CROSSCALL's** ambitions?

To become the international leader in outdoor telephony. The process of establishing an international presence for the brand began in 2015 with the signing of strategic distribution partnerships in Europe and soon globally.

CROSSCALL

# CHALLENGING EXTREME CONDITIONS

**8.4M**  
turnover in 2014

**7 000**  
sales outlets

**500 K**  
units sold

**2197%**  
growth from  
2011 to 2014\*

## MADE IN OUTDOOR

CROSSCALL, leader in the outdoor mobile telephony market with more than 7,000 sales outlets, designs and develops a range of mobile phones and smartphones specifically for outdoor use.

Tough, waterproof and with a long battery life, CROSSCALL smartphones use the Android operating system and contain the latest technology: 4G, NFC, multi-core processors and HD screens etc.

Chosen by high level sports enthusiasts and professionals working in hazardous environments, CROSSCALL is at the heart of the user experience and caters for the most specialised requirements. The brand is developing unique features such as WET TOUCH which makes it usable with a wet screen.

By investing a substantial proportion of its turnover in research and development, the brand is striving to bring innovative technological breakthroughs to the telephony market. As such, from 2016, new sensors will be included in smartphones.

CROSSCALL is going one step further and is building a 100% outdoors connected ecosystem offering a host of uses such as the SOS function which provides safety for an individual isolated in the event of an accident, or even the control of other connected devices (sports equipment, drones, cameras) and access to over one million Android applications. Accessories are developed with the aim of making outdoor use easier whilst at the same time remaining resistant to shocks, water and extreme conditions.

Honoured with the prestigious Deloitte Technology Fast 50 award in November 2015, the company was recognised for its innovative strategy and strong growth. Furthermore, latest generation CROSSCALL mobiles meet the highest standards of mobile phone operators.



OUTDOOR CONNECTÉ

# CREATING NEW USES



**83%**

83% of Europeans want a **shock-resistant smartphone**.

**46%**

46% of Europeans rank **battery life** 1<sup>st</sup> for features and uses.

**1.2M**

IP phones have a **5% market share with more than 1.2 million IP mobiles sold in 2014**. The proportion of IP mobiles sold has doubled

**25M**

**25 million mobiles sold in 2014 including 20.8 million smartphones** (which means that 5 out of every 6 phones sold are smartphones) with 11% growth for smartphone sales.

**100M**

**100 million Europeans take part in nature sports** (mountain biking, mountain climbing, skiing, hiking, trail running etc.), involving the widespread use of dedicated smartphone applications.

**83%**

**Android has an 80% share of the global market.**

**N°3**

CROSSCALL is the **3<sup>rd</sup> brand sold to SMEs** after samsung and apple in France.

(Source FUTUR TELECOM Barometer).

## THE OUTDOOR SPIRIT

The outdoors is part of a genuine lifestyle that aspires to get closer to and be in harmony with nature, to discover new sensations while staying connected.

This is a strong trend as the number of people taking part in sport has continually risen over the last few years and the number of smartphones sold reached 21 million in 2014! Strong growth has given rise to a new need: intense and prolonged phone use outdoors in all conditions. This is a challenging requirement because the product has to meet:

- Technological expectations to allow feelings, photos and videos to be shared in a matter of seconds, and the use of smart applications
- Expectations in terms of durability to be able to withstand shocks, water and extreme environments.
- Expectations in terms of reliability with a long battery life for calling the emergency services in the event of danger or for sending your GPS coordinates.

CROSSCALL, with its unique positioning, is addressing these needs and is creating a breakthrough by developing a new market sector - outdoor mobile telephony: tough and waterproof mobiles and Android smartphones with a long battery life, lasting up to 3 days with intense use. Already used by top level sportspeople and professionals working in hazardous environments, CROSSCALL is building its marketing strategy with the help of its ambassadors - extreme sports athletes such as Xavier de le Rue, multiple snowboard world champion - who are opinion leaders in the outdoor sector.

This approach helps us to gather their feedback in developing our products and ecosystem and also to reach a more lifestyle oriented target that is sensitive to technology and image.

DNA

# LIVE AND SHARE YOUR PASSION



AIR



WATER



EARTH



SNOW

## THE BRAND'S DNA

Draws its inspiration from the surrounding natural elements such as snow, water, earth and air and is based around 4 key values:

**DURABILITY**, just like the extreme and hostile environments that are home to our users, CROSSCALL products are designed to meet their every requirement (83% of French people want a shock- and drop-resistant smartphone) (*Sources : YouGov study-Jan. 2015*)

Standing up to the elements means being waterproof and dustproof to the highest IP standards, having reinforced screens (Dragontrail™) and withstanding extreme temperatures. This also means being able to quickly access its applications and enjoy smooth performance thanks to the latest generation technology, whatever the conditions.

**OUTDOOR**, the brand is fully drawn from the world of the outdoors whether this is natural, urban or industrial (for professionals). Having experiences, exploring new horizons, facing the elements and taking on new challenges are all finally possible with tough and fully connected outdoor phones. CROSSCALL mobiles are made for intensive outdoor activity. Their unique feature is a powerful battery with a long battery life (2 to 3 times more than other models in the market) guaranteeing several days' intensive phone use without needing to be recharged.

**FUN**, indulge your passion and try out new outdoor experiences whatever your level: hurtle down mountain bike slopes, carve up white open spaces, ride unlikely urban spaces or run off the beaten track.

**FRIENDLY**, having experiences, capturing and sharing them, that is the CROSSCALL spirit!

Selfies, videos, landscapes, memories.... CROSSCALL products mean you can now capture and share all your best moments outdoors with your friends and community.

The CROSSCALL brand has a strong connection with its community of ambassadors and users and shares with it its feedback and fun projects. Using a Crosscall phone means having experiences, capturing and sharing them and having a fun and friendly attitude!

ECOSYSTEM

# EXPERIENCE OUTDOOR TECHNOLOGY



CROSSCALL is not satisfied with just providing rugged mobile phones. We are building a rich and coherent ecosystem for our users who experience the outdoors either through sports or their profession. This translates into innovative accessories, content and services dedicated to each person's environment.

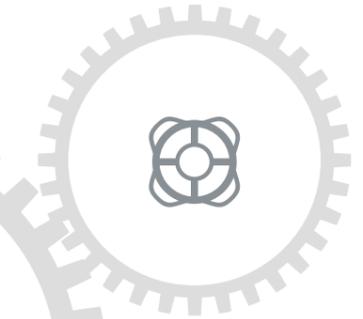
MARC MOTA EVP CROSSCALL



**ACCESSORIES**  
20/80



**INNOVATIVE APPLICATIONS**



*A range of essential and innovative accessories (from waterproof earphones to a flotation system for phones that fall into deep water).*



*Dedicated applications and services that will enable our customers to be even more secure and independent in their sporting and professional activities.*

**INNOVATIVE ACCESSORIES**

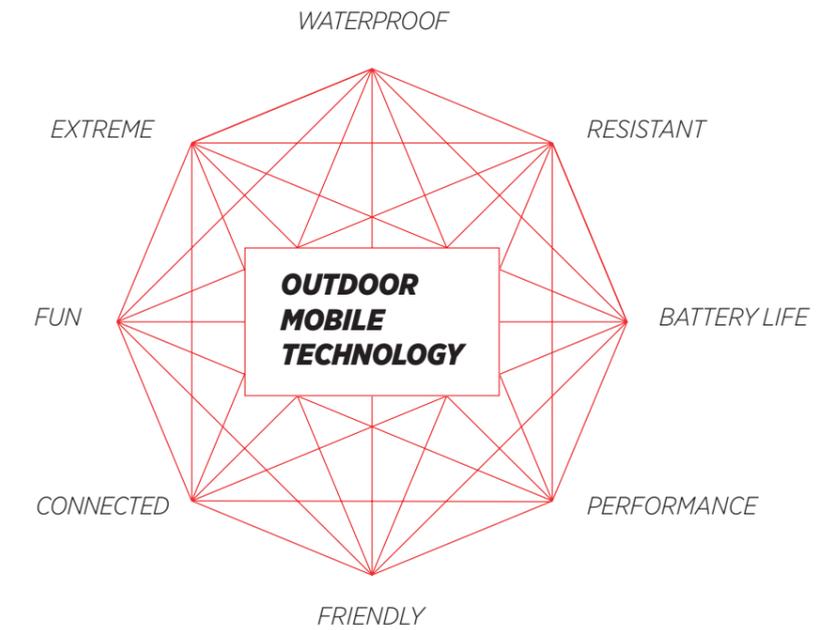


**SERVICES**



CATALOGUE

# THE CROSSCALL RANGE



# TREKKER-S1

## TRAVEL LIGHT BUT FULLY LOADED

Its small size will not let you down. Its reinforced structure, does not fear dust or water. Its 4" screen is equipped with wet touch technology which allows you to use it even when your fingers are wet



SAR : 0.554W/kg



# TREKKER-M1

## SHARE YOUR ADVENTURES

With its 13MP/5MP Samsung photo sensor, its waterproof and robust structure and a perfectly sized 4.5" qHD Wet Touch screen, the TREKKER-M1 will allow you to capture and share your adventures whatever environment you're in.



**13MP/5MP SAMSUNG CAMERA**  
Front and back camera

**WATERPROOF CAP**

**GPS**  
Navigation and tracking

**MOBILITY**  
4G/Quadri-Bande  
Bluetooth/Wifi/ NFC

**TORCH FLASHLIGHT**

**LONG BATTERY LIFE**  
3000 mAh battery  
20h talk time / 13 days stand-by time

**SCREEN**  
4.5" Gorilla Glass™ III reinforced glass qHD Screen  
WET TOUCH

**CUSTOMISABLE MULTI FUNCTION BUTTON**

**DOUBLE SIM**  
Two SIM card slots to be reachable on two phone numbers  
**MICRO SD CARD READER**

**PERFORMANCE & EASE OF USE**  
1.2 GHz Quad-core processor and 1GB RAM memory - 8GB ROM

**TOUGH & WATERPROOF**  
Dust-proof and resistant to immersions of up to 30 min up to 1m (IP67)

**HANDLING**  
Lateral non-slip strips

**ANDROID**  
Android 5.1.1 Lollipop with access to all Google Play applications

**USB OTG**



**WATERPROOF**



**TOUGH**



**AUTONOMY**  
20h / 13d



**NETWORK**



**13MP/5MP**



**WET TOUCH**



**UNLOCKED**



**DUAL SIM**



**ANDROID 5.1.1**

SAR : 0.630W/kg

**CROSSCALL**

# TREKKER-X2

## BROADEN YOUR HORIZONS

Be adventurous in all directions with TREKKER-X2. Its 5" touch screen display not only captures the moment but makes it sublime. And thanks to its intuitive high performance technology you can manage and instantly share your content with your friends or your other devices. This is a smartphone which rises to the occasion with its display and its technology.



SAR : 0.6764W/kg



# ODYSSEY+

KEEP ON DEMANDING MORE AND MORE

Totally watertight and rugged, the Odyssey+ is designed for sports enthusiasts and demanding professionals in all their outdoor activities. It is both a supplementary piece of safety equipment and a connected device ideal for navigation or tracking using its independent GPS function.



**13MP/0.3MP CAMERA**  
Front and back camera

**WATERPROOF CAP**

**TORCH**

**GPS**  
Navigation and tracking

**DUAL SIM**  
Two SIM card slots to be reachable on two phone numbers  
**MICRO SD CARD READER**

**LONG BATTERY LIFE**  
2930 mAh battery  
12h talk time / 11 days stand-by time

**TOUGH**  
Hardened hull  
Reinforced chassis and secure cap

**MOBILITY**  
3G+/Quadri-Bande  
Bluetooth/Wifi

**SCREEN**  
4" Dragontrail™ reinforced glass Screen

**WATERPROOF IP68**  
Dust-proof and resistant to prolonged immersion in water of more than 1m

**PERFORMANCE & EASE OF USE**  
1.2 GHz Quad-core processor  
and 1GB RAM memory - 4GB ROM

**ANDROID**  
Android 4.3 with access to all Google Play applications

**HANDLING**  
Lateral non-slip strips

**WATERPROOF CAP**



**WATERPROOF**



**TOUGH**



**AUTONOMY**  
12h / 11d



**DUAL SIM**



**3G+ NETWORK**



**DRAGONTRAIL™**



**UNLOCKED**



**8MP**



**ANDROID 4.3**

SAR : 0.826 W/kg



# ODYSSEY-S1

## OPTIMIZED RESISTANCE

With its reinforced structure, a great level of resistance to water, its compact format, and a very affordable price, the ODYSSEY-S1 is a great adventurer.



- WATERPROOF**
- TOUGH**
- AUTONOMY**  
15h / 13d
- DUAL SIM**
- NETWORK**
- DRAGONTRAIL™**
- UNLOCKED**
- 8MP**
- ANDROID 5.1.1**

SAR : 0.698 W/kg

# SHARK-V2

## THE FIRST TOTALLY WATERPROOF AND FLOATING MOBILE PHONE

Versatile and rugged but also waterproof and floating, the SHARK-V2 is without doubt the ideal partner for the outdoor adventurer. Lover of water sports or used to difficult conditions (rain, dust, sand or extreme temperatures, etc.), you will find something in it that will meet your needs in the most challenging expeditions.



SAR :1.460 W/kg



# SPIDER-X1

## A CONCENTRATED PERFORMANCE PACKAGE

Who said you have to be big to be strong? Featuring compact dimensions, torch and built-in technology, the SPIDER-X1 will accompany all sports enthusiasts and professionals in all their activities. Capable of standing up to the wet, mud and dust, just a quick rinse at the end of the day restores the Spider-X1's soft touch, leaving it as good as new!



**SPEAKERPHONE**  
Hands-free function

**CAMERA**

**TOUGH & WATERPROOF**  
Dust-proof and resistant to immersions  
of up to 30 min up to 1m (IP67)

**WEIGHT**  
Only 90g

**DUAL SIM**  
Two SIM card slots to be reachable on two  
phone numbers  
**MICRO SD CARD READER**

**TORCH**

**LONG BATTERY LIFE**  
1000 mAh battery  
6h talk time / 10 days stand-by time

**MOBILITY**  
Quad band / Bluetooth

**MULTI FUNCTION**  
SMS / MMS  
Radio FM / MP3  
Direct access to Flashlight / Camera

**HANDLING**  
Ergonomics/SoftTouch Keys

**WATERPROOF  
CAP**

SAR : 1.071 W/kg

**CROSSCALL**

# SPIDER-X4

## THE ROCK-SOLID 3G MOBILE

Being true to its predecessor in terms of portability, SPIDER-X4 now includes a brand new 2MP camera and a 3G+ network compatibility. It will be the perfect companion for all those who are looking for a powerful mobile phone, which does not fear elements



SAR : TBD W/kg



# OUTDOOR ACCESSORIES

## GETTING THE MOST OUT OF YOUR MOBILE

The range of CROSSCALL accessories allows professional or sport enthusiasts who face extreme conditions to live their passions even more intensely with better mobile performance, mobility, durability and battery life..



### CAR CHARGER DUAL USB

- > Universal charger 2 USB, 2.1 A
- > Input: 12 - 24 V
- > Output: 5V - 2.1A



### WALL CHARGER DUAL USB

- > Input voltage: 100-240V  
50/60Hz 0.3A Max
- > Output voltage: 5V 2.1A



### HAND-FREE KIT

- > IP X6
- > Hands free + answer/hang up
- > 3mW power
- > 10mm diameter speakerphone
- > Frequency 20-20kHz
- > Sensitivity 110 db
- > Cable length 1.20m
- > Impedance 16  $\Omega$



### SCREEN PROTECTOR

- > flexible film for features phones and smartphones
- > Tempered glass protection for smartphones



### USB FLAT CABLE USB/MICRO USB

- > Cable length (1.2m)
- > Charge and synchronization
- > Compatible USB 2.0 port

	<b>ODYSSEY+</b>	<b>ODYSSEY-S1</b>	<b>TREKKER-S1</b>	<b>TREKKER-M1</b>	<b>TREKKER-X2</b>	<b>SPIDER-X1</b>	<b>SPIDER-X4</b>	<b>SHARK-V2</b>
<b>OUTDOOR FEATURES</b>								
IP Standard	IP 68	IP 68	IP 67	IP 67	IP 67	IP 67	IP 68	IP 68 + Flotte
Waterproof	1 meter / Extended	1 meter / Extended	1 meter / 30mn	1 meter / 30mn	1 meter / 30mn	1 meter / 30mn	2 meter / 60mn	1 meter / Extended
Dust protection	Total	Total	Total	Total	Total	Total	Total	Total
Operating temperatures	-10° C / + 60° C	-10° C / + 60° C	-10° C / + 60° C	-10° C / + 60° C	-10° C / + 60° C			
GPS / Type	Yes / GPS	Yes / GPS	Yes / A-GPS / Glonass	Yes / A-GPS / Glonass	Yes / A-GPS / Glonass	-	-	-
Wet touch	-	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	-	-	-
<b>AUTONOMY</b>								
Battery life	2930 mAh	2500 mAh 3000 mAh (option)	2600 mAh	3000 mAh	4050 mAh	1000 mAh	1300 mAh	650 mAh
Talk time	12h	15h	15h	20h	37h	06h00	TBD	04h30 (2G)
Standby time	11 days	13 days	9.5 days	13 days	25 days	10 days	TBD	8 days
<b>TECHNICAL DATA</b>								
Size	139 x 74.1 x 14.8 mm	142x 74.1 x 15.9 mm	133.5x 74 x 16.0 mm	147 x 77 x 14.8 mm	155 x 80 x 14.8 mm	117 x 53.5 x 16 mm	117 x 53.5 x 16 mm	129.5 x 62 x 18 mm
Weight	255g	189g	185g	224g	241g	94g	100g	115g
Colour	Grey/Black - Grey/Green	Black	Black	Black	Black	Black - Red - Orange	Black	Black - Red
Operating system	Android™	Android™	Android™	Android™	Android™	Proprietary	Proprietary	Proprietary
Version	4.3 JELLY BEAN	5.1.1 LOLLIPOP	5.1.1 LOLLIPOP	5.1.1 LOLLIPOP	4.4.2 KITKAT	OS proprietary	OS proprietary	OS proprietary
Chip type	QUAD-CORE 1.2GHz	QUAD-CORE 1.1GHz	QUAD-CORE 1.1GHz	QUAD-CORE 1.2GHz	QUAD-CORE 1.2GHz	-	-	-
SAR head	0.826W/kg	TBD	0.798W/kg	0.630W/kg	0.676 W/kg	1.071W/kg	0.877 W/kg	1.460 W/kg
<b>SCREEN</b>								
Display size	4.0"	4.0"	4.0"	4.5"	5.0"	1.77"	2.4"	2.2"
Type	IPS DRAGONTRAIL™	TN - DRAGONTRAIL™ <b>Wet touch</b>	IPS - DRAGONTRAIL™ <b>Wet touch</b>	IPS - GORILLA GLASS™ III <b>Wet touch</b>	IPS - DRAGONTRAIL™ <b>Wet touch</b>	TFT	TFT	TFT
Display resolution	800 x 480 pixels 16 Million colours	800 x 480 pixels 16 Million colours	800 x 480 pixels 16 Million colours	960 x 540 pixels 16 Million colours	1280 x 720 pixels 16 Million colours	160x128 pixels 256 000 colours	320x240 pixels 256 000 colours	176x144 pixels 256 000 colours
<b>MEMORY</b>								
ROM/RAM	4GB / 1GB	8GB / 1GB	8GB / 1GB	8GB / 1GB	8GB / 1GB	32MB / 32MB	64MB / 128MB	64MB / 64MB
External (Micro SD)	until 32 GB	until 64 GB	until 32 GB	until 32 GB	until 32 GB	until 16 GB	until 32 GB	until 8 GB
<b>NETWORK &amp; CONNECTIVITY</b>								
SIM Type	Dual SIM SIM	Dual SIM Micro SIM	Dual SIM Micro SIM	Dual SIM Micro SIM	Mono SIM Micro SIM	Dual SIM SIM	Dual SIM SIM	Double SIM SIM
2G (GPRS/EDGE)	850 / 900 1800 / 1900 MHz	850 / 900 1800 / 1900 MHz	850 / 900 1800 / 1900 MHz	850 / 900 1800 / 1900 MHz	850 / 900 1800 / 1900 MHz			
3G (HSPA+)	900 / 2100 MHz	900 / 2100 MHz	-	900 / 2100 MHz	-			
4G (LTE)	Non	800 / 1800 2100 / 2600 MHz	800 / 1800 2100 / 2600 MHz	800 / 1800 2100 / 2600 MHz	800 / 1800 2600 MHz	-	-	-
Bluetooth	3.0	4.0 LE	4.0 LE	4.0 LE	4.0 LE	2.1	3.0	2.1
WiFi	Yes	Yes	Yes	Yes	Yes	-	-	-
NFC	-	-	Yes	Yes	Yes	-	-	-
OTG	-	-	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	-	-	-
<b>MESSAGING</b>								
SMS-MMS / E-mail	Yes / Yes	Yes / Yes	Yes / Yes	Yes / Yes	Yes / Yes	Yes / -	Yes / Yes	Yes / -
<b>PHOTO/VIDEO</b>								
(Video) camera	OMNIVISION	OMNIVISION	<b>SONY IMX219</b>	<b>SAMSUNG S5K3M2</b>	<b>SONY IMX214</b>	-	-	-
Back / Front Camera	8 MP / 0.3 MP	8 MP / 2 MP	8 MP / 2 MP	13 MP / 5 MP	13 MP / 2 MP	0.3 MP / -	2 MP / -	0.3 MP / -
Zoom	Digital x6 Autofocus	Digital x4 Autofocus	Digital x6 Autofocus	Digital x6 Autofocus	Digital x6 Autofocus	Digital x4 Autofocus	Digital x4 Autofocus	Digital x4 Autofocus
Flash	LED	LED	LED	LED	LED	-	-	-
VIDEO resolution	1280 x 720@30fps	1280 x 720@30fps	HD - 1280x720@30fps	Full HD - 1920x1080@30fps	Full HD - 1920x1080@30fps	-	-	-
Supported formats	MPEG4 - H.263 - H.264	MPEG4 - H.263 - H.264	-	-	MPEG4 - H.263 - H.264			
<b>OTHER FUNCTIONALITIES</b>								
Torch	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
FM/MP3	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

SMARTPHONES

## TREKKER FAMILY



**TREKKER-S1**  
IP67/4"  
8MP/4G  
  
299.90€



**TREKKER-M1**  
IP67/4.5"  
13MP/4G  
  
399.90€



**TREKKER-X2**  
IP67/5"  
13MP/4G  
  
399.90€

## ODYSSEY FAMILY



**ODYSSEY+**  
IP68/4"/8MP  
  
249.90€



**ODYSSEY-S1**  
IP68/4"  
8MP/4G  
  
249.90€

## SPIDER FAMILY



**SPIDER-X1**  
IP67/1.77"  
  
59.90€



**SPIDER-X4**  
IP67/2"  
3G+  
  
99.90€

## SHARK FAMILY



**SHARK-V2**  
IP68/2.2"  
  
89.90€

FEATURE PHONES

AMBASSADORS

## SUPPORT THE BRAND

As a member of the outdoor field, Crosscall has since its inception naturally surrounded itself with a team of high-level sports ambassadors, icons or extreme condition specialists who are recognized in their field and share the brand's values.

As they represent the brand, ambassadors defy the hostile and often extreme conditions, regardless of their specific outdoor activity: water, snow, land, air and extreme temperatures.

Their field requires rugged and durable cell phones that they can bring along in all situations which meet their needs.

# POW

XAVIER DE LE RUE  
FREERIDE SNOWBOARDING

Pyrenean freerider Xavier De Le Rue is a legend in his field: two time world Champion in boardercross, multiple X-Games winner and triple freeride world champion. Today, his passion for the mountains and his taste for new challenges led him to travel around Alaska and Antarctica in search of new, breathtakingly steep slopes. For this outdoor enthusiast, the smartphone is an integral part of his activities and everyday life.





Cédric Gracia is the leader in freeride mountain biking. A multiple medal winner at the mountain bike world championships, winner of the impressive and perilous Red Bull Rampage, he is noted for his wild personality and style. His ability to perform audacious tricks such as the backflip have made him a global mountain bike star. Now a CROSSCALL ambassador, he consistently puts the battery life, waterproofness and ruggedness of our smartphones to the test.



# RIDE

**CÉDRIC GRACIA**  
VTT ENDURO / FREERIDE

# -36°F

**NICOLAS DUBREUIL**  
POLAR GUIDE

French adventurer and polar specialist Nicholas Dubreuil is a pioneer in his field. When not exploring the world and its colder regions, he lives in the small village of Kullorsuaq, Greenland, where he tests the daily resistance to extreme temperatures and the endurance of CROSSCALL phones.





Edouard is a devotee who organizes his life and his schedule around his sport. Riding one barrel after another off the Basque Coast and equally at ease on a short as on a longboard, Edward is passionate about discovering the world and different cultures. A World and European champion, he is an outstanding competitor.

# TUBE

EDOUARD DELPERO  
SURFING



# WAVES

CAROLINE ANGUIBAUD  
STAND UP PADDLE

Caroline Anguibaud has been surfing for 20 years. She initially won her medals in waveskiing, capturing 8 World titles in the field. She has currently tackled a new challenge with the stand up paddle, a glide sport in which she already she excels as shown by her 2014 World Vice-Champion title.





Philippe Gatta is one of the influential personalities in the outdoors field. A professional athlete, he distinguished himself in areas such as mountain climbing, walking and race climbing. He has climbed several eight-thousanders, and covered close to 60,000 km on foot. His next challenge takes him to the K2 summit, which he hopes to climb in the coming months.

# 8611m

**PHILIPPE GATTA**  
MOUNTAINEERING AND TRAIL

# RAID

**ALAIN DUCLOS**  
MOTOCROSS

Enduro biker Alain Duclos has won several titles, including the Dakar winner in the 450cc class. CROSSCALL helps him stay connected despite the extreme conditions of rally-raid tracks.





Offshore jet driver Jean-Bruno Pastorello is considered a legend in his field. He holds no fewer than 15 victories, of which are World Titles. Today as the official Kawasaki rider, he treks through different parts of the globe to achieve ever more spectacular feats.



**RUN**  
**JEAN-BRUNO PASTORELLO**  
 JET SKI



CWO firefighter Eric Gully specializes in canine unit interventions. Each time he is called to a scene, he faces an unexpected and urgent situation. His abused smartphone must accompany and resist all conditions and situations.



**FIRE**  
**ÉRIC GULLY**  
 FIREFIGHTER CHIEF WARRANT OFFICER

Intervention brigades are confronted with urgent and extreme situations on a daily basis, and includes monitoring, tailing and sensitive missions, which are high-risk and sometimes violent.

All of their equipment must be in perfect working order, and will be routinely subjected to stress tests. CROSSCALL smartphones fit naturally into their environment by enabling users to stay connected, to communicate, to track and to protect themselves.

**TOUGH**

**PI2G**  
INTERVENTION BRIGADE

**THEY ALSO SUPPORT THE BRAND**



Tanguy AUDERN  
Sailing



Mathieu BABARIT  
Sup, Wave Skiing



Sylvain BAZIN  
Trail



Olivia Piana  
Sup



Yann BORGNET  
Mountaineering



Illona CARLOD  
Skiing



Boris CADEILHAN  
Skiing



Laetitia ROUX  
Skiing, Mountaineering



Cyril FAURE  
Freeride Skiing



Denis FORTUNE  
Skiing, Parasailing



Constantin FREDERI  
Skiing



Sylvain GARCIA  
Sea fishing guide



Seb JALON  
Windsurf, Skiing, Trail



Yoann JOLY  
Mountaineering



Jonathan LELIEVRE  
Mountain climbing



Jeff MERCIER  
Mountaineering



Maria José PAYNOL  
Ultra Trail



Karim PELISSIER  
Snowboard, Hiking

## DISTRIBUTION

# BECOME THE INTERNATIONAL LEADER

CROSSCALL is already sold at more than 7.000 points of sale in France, Benelux countries and French overseas territories, giving it a leading market position.

In 2015, the brand is expanding its distribution to networks dedicated for sport enthusiasts and professionals. It is also expanding its business to foreign markets, including several northern and southern European countries.

CROSSCALL products are also available in B2B distributors, hypermarkets and specialized retailers, as well as online from all «traditional» telecom distribution companies.

To ensure its development in France and abroad, CROSSCALL has signed strategic distribution agreements with specialized partners in several market segments, including X-TREME Distribution, CORIOLIS and AUDIM.

CROSSCALL has also won the trust of operators and MVNOs (Bouygues Telecom, Orange Caraïbes, SRR, NRJ mobile)

## AS SEEN IN THE PRESS

« The Trekker-X1 4G likes a fight. It can withstand a 1m drop without flinching and is able to stay 30 minutes under 1m of water! »

**L'EQUIPE**

**Bikelive**  
L'ACTU 100% VTT

**meilleurMobile.com**

« The ideal device for reading nautical maps and replying to emails in a hostile marine world. Result of a few days of testing: this is the best. »

**MULTICOQUES**

« The Crosscall Trekker-X1 will never fail you! »

**Masculin.com**

« NWe tested it by subjecting it to the worst mud baths, river crossings, falls (involuntary) on rocky paths. This beast stood firm throughout our journey and at the end, once cleaned, it looked new. »

**JOGGING**

« This rugged smartphone by Crosscall combines several qualities for field professionals »

**HABITAT&TECHNOLOGIES**

« The outdoor mobile phone is the brand's core business. »

**Infos-mobiles.com**

« Unlike smartphones from major manufacturers, the Trekker-X1 is a truly rugged mobile and not simply a marketing gimmick »

« Who has never dreamed of a smartphone that you can use when skiing, swimming, rolling in the mud, working in hostile environments or playing with your children without risk of damage? Crosscall lives up to the challenge.. »

**LesEchos**

« Genuine GoPro of smartphones for extreme sports. »

**LE FIGARO**

« Rock climbing, skiing, mountain biking, mountain climbing... Tested by champions, Crosscall smartphones can withstand the most extreme conditions. »

**Le Point**



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Download all the visuals and press resources from:  
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