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## **CROSSCALL PRESENTS ITS NEW PRODUCTS AND UNVEILS ITS INTERNATIONAL PROJECTS**

**Barcelona, February 26th 2018** – Crosscall, leader of the outdoor mobile technology, will be present for the 2nd year straight in the MWC, to present its latest products, among which is the Action X3, a smartphone designed to adapt in all environments and lifestyles. It will be highlighted in the fair along with its broad ecosystem of accessories.

### **THE ACTION-X3, AN AGILE, OUTDOOR & URBAN SMARTPHONE**

First smartphone of the new Action line, the Action-X3 is targeting all those looking for a quality smartphone, easy to use and sturdy, which will follow them in all of their daily life's adventures. Designed to be in the center of the action, the new Crosscall smartphone fulfills every need for an outdoor usage, with no compromises made in terms of its reliability, security and performance.

Because exercising is becoming more technical, Crosscall has developed a comprehensive mobile, placed in the middle a fully outdoor ecosystem, putting the user's experience in the center of technological innovations.

### **PRODUCT LINES DESIGNED TO COVER ALL USERS' NEEDS**

Crosscall has created several lines of mobiles and smartphones to answer the needs of professionals and athletes, but also those of everyday adventurers, in the context of their outdoor activities and family trips. Waterproof, tough and with an outstanding battery life, Crosscall mobile lines are placed at the crossroads of advanced technology and the outdoor world, meeting many criteria for efficacy in all circumstances, users' experience but also adaptability in all environments.



Each one of Crosscall's new products beneficiaries from an ecosystem of accessories especially designed to push the smartphone experience further: sound, protection, mobility, energy, the accessory lines are adapted to all outdoor activities. The X-PLAY earphones, however, have been specially designed to offer complete freedom of movement when exercising. The portable battery X-Power, equipped with the X-Link technology, doubles the Action-X3's battery life when it is attached magnetically to the phone's back cover.

## REVENUES DOUBLED IN ONE YEAR AND A REINFORCED INTERNATIONAL PRESENCE

The MWC will also be the occasion for Crosscall to come back on the success story of the Aixoise brand. Founded in 2009, designer of the first ever floating mobile, winner of the Deloitte Fast50 price of fast-growing companies, the young venture has become the major actor in the outdoor mobile technology and has experienced a lightning development these past 4 years. With a growth higher than 2 000% and a presence in more than 20 000 points of sales, Crosscall, with more than 102 employees today, is now present in 11 European countries and will expand in the short term to all Nordic countries, Iceland, the United Kingdom and Poland.

Indeed, Crosscall expresses strong ambitions for its internationalization, with an expansion in the medium term to South Africa, Australia, New-Zealand and Central Europe. The Americas and Asia are also part of the international development program of the Aixoise company.



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## ABOUT CROSSCALL

CROSSCALL, creator of the outdoor mobile technology market, offers tough, waterproof mobile phones and smartphones, with long-lasting batteries. The brand is led by a passionate team, designing products which are perfectly suited to difficult and unpredictable environments (water, rain, wind, humidity, dust, shock ...) encountered by athletes and field professionals, but also a wide range of performant accessories.

**CROSSCALL.COM**     **#ACTIONPHONE**

With more than 1.5 million units sold, yearly revenues of €53M and already benefiting from more than 20 000 points of sales, the French company, based in Aix-en-Provence, is pursuing its growth ambitions with an international expansion.