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PRESS RELEASE

MOBILE PHONE - OUTDOOR SMARTPHONE



CROSSCALL GOING INTERNATIONAL WITH ISPO 2016



From 24 to 27 January 2016, CROSSCALL will be exhibiting at ISPO in Munich, the biggest international trade fair dedicated to outdoor activities. CROSSCALL will be previewing its very latest outdoor smartphone: the **TREKKER-M1**.

CREATING A NEW MARKET

CROSSCALL has made its mark thanks to its unique positioning, which marks a new departure in the way smartphones are used: CROSSCALL products are watertight, tough and exceptionally autonomous. They have been designed and developed to cope with the harshest of situations while guaranteeing the very best technology.

The French manufacturer was recently awarded the prestigious Technology Fast 50 by the Deloitte group, and has displayed **growth of over 2000%** over 4 years, with its turnover set to double again this year.

GLOBAL AMBITION

With its success assured in France, CROSSCALL is now pursuing its development on the international scene with a view to becoming world leader in the outdoor mobile technology market. This year the brand expects to generate 40% of its turnover in partnership with XTREME, which is already a CROSSCALL distributor in France. The international development of CROSSCALL began last year in Spain and Portugal, and will continue in 2016 with Italy, Germany, Austria and Switzerland, shortly to be followed by the United Kingdom.

In addition, CROSSCALL is **on the look-out for specialist partner distributors in the outdoor sector in the rest of Europe and on other continents.**



FOCUS ON THE TREKKER-M1

On the programme: a world preview presentation of the very latest addition to the TREKKER family: the **TREKKER-M1**, a smartphone designed for the outdoors with a 4.5" QHD reinforced wet-touch screen and a dual 13MP/5MP camera. It is watertight to IP67 standard, which enables it to withstand contact with any liquid, has a reinforced structure and 3000 mAh battery guaranteeing great independence for all lovers of sport and the great outdoors.



CROSSCALL @ ISPO 2016 : Hall B5 Booth #124

The latest CROSSCALL innovations will be exhibited at ISPO 2016 on a 100m² stand, the first time the brand has ever enjoyed such a large display area.

Leading athletes sponsored by the brand, such as **Xavier De Le Rue** and **Cédric Gracia**, will be there to talk about their own use of CROSSCALL products.



CÉDRIC GRACIA
MTB Enduro



XAVIER DE LE RUE
Snowboard Freeride

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PRESS RESOURCES

<http://crosscall.com/press>

À PROPOS DE CROSSCALL

CROSSCALL offers tough, watertight Android smartphones that are highly autonomous. The brand is led by a passionate team who design models that are perfectly suited to the hostile and unpredictable environments encountered by sportspeople and outdoor professionals (water, rain, wind, damp, dust, impacts etc.) together with accessories and applications to enhance use in the outdoor environment.

With a provisional turnover of € 20m and the benefit of over 7000 retail outlets, the French company, awarded the Fast 50 Technology prize by Deloitte in November 2015, is now pursuing its ambitions for growth by developing at international level