

CROSSCALL IS LAUNCHING THE CORE-X3

Aix-en-Provence - 3rd September 2018 - During the IFA organised in Berlin, Crosscall, the leading French outdoor mobile technology manufacturer, is launching the CORE-X3

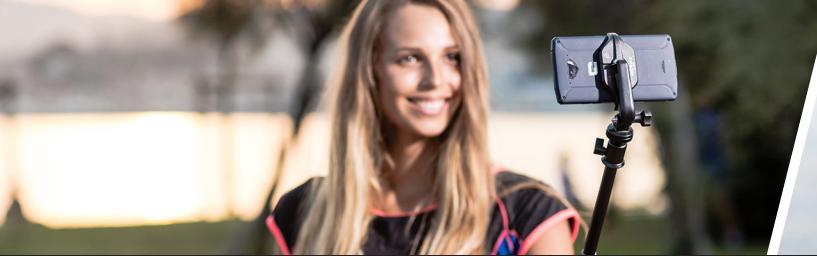
CORE-X3: THE ESSENTIALS, BUT WITH STYLE

To communicate and share completely freely whatever the environment, Crosscall has invented a smartphone with the aim of further perfecting outdoor technology which has become the brand's hallmark, all the while offering a high performance level and a more stylish form. Resistance, elegance and originality have finally been combined in a smartphone that is accessible to all.

ENHANCED OUTDOOR TECHNOLOGY

The **CORE-X3** is equipped with all the features which make it an irreproachable outdoor mobile in extreme conditions and environments:

- **Battery life:** its 3500 mAh battery, its 2.1 A quick charge system, its processor designed to find the best compromise between power and consumption and its outdoor mode allow for the device's functions to be optimised depending on the environment, allowing for long journeys and even hiking weekends with complete peace of mind.
- **Resistance:** its MIL-STD-810G standard, its Corning Gorilla Glass 3 screen, its internal magnesium structure and its TPU protection make it one of the toughest smartphones on the market. It is capable of withstanding the majority of impacts, handling significant temperature variations and preventing scratches during both sporting and work activities and everyday life.
- **Waterproofness:** its IP68 standard makes it impenetrable to sand and dust as well as waterproof to all types of liquids even after a fall. It can handle extended shallow submersion and can still be used with wet fingers.





A NEW DESIGN GEARED TOWARDS A WIDE AUDIENCE

Although the **CORE-X3** continues with the tradition of outdoor use, this new model equally pursues the aesthetic development desired by the French manufacturer which will be enhanced further with the models to come.

No more utilitarian designs. Instead the focus has now shifted to confident outdoor elegance. The more streamlined profile and more refined lines than its predecessors make the **CORE-X3** a smartphone that, by opting for youthfulness yet also diversity can blend into any setting.

Suitable for all hand sizes and easy to handle, Crosscall's latest product is covered in a pleasant-to-touch material carefully designed to stop it from slipping. A casing which matches perfectly with its new "dark blue" very "French touch" colour.

All of these special features make the **CORE-X3** a very versatile smartphone, suited to all uses, which should appeal to fans of the brand and, more widely, sportspeople and professionals in addition to a younger audience and all those who aspire to freedom of use without necessary abandoning style and elegance.

GO FURTHER WITH THE CROSSCALL ACCESSORY ECOSYSTEM

Equipped with X-LINK™ technology, a unique magnetic attachment system built into its design, the **CORE-X3** increases usage options thanks to its compatibility with a whole world of constantly developing accessories, designed to support uses on all terrains. The smartphone can be mounted in a single step onto the handlebar of a bike via the X-BIKE, charge or transfer data by simple magnetic contact via the X-DOCK, or even connect via Bluetooth to the X-WAVE floating speaker...



The **CORE-X3** will go on sale before the end of September. Its recommended price is **€299.90 incl. VAT**. A cost to performance ratio which is sure to speak to those who want to get off the beaten track while staying smart.

PRESS CONTACTS

Green Media Lab
Marcella Vezzoli - +39 02 913 204 15 - marcella.vezzoli@greenmedialab.com

CROSSCALL

Pauline Chanut - +33 (0) 784 377 226 - pauline.chanut@crosscall.com

CROSSCALL AT A GLANCE

CROSSCALL, a creator on the outdoor mobile technology market, offers tough, waterproof mobiles and smartphones with long battery life. The brand is driven by a team of enthusiasts that designs models perfectly adapted to the hostile and unpredictable environments encountered by sportsmen and field professionals (water, rain, wind, moisture, dust, knocks, etc.) ; as well as a range of high-performance

accessories. With more than 1 million units sold, annual sales of €52 million and already more than 20,000 points of sale, the French company, based in Aix-en-Provence, is pursuing its growth ambitions by expanding internationally.