

**KAPTREK**  
MOVE FREE × SAFELY



**PRESS KIT**  
2022 - 2023

## AN ALL-IN-ONE DISRUPTIVE PRODUCT

The first action controller, KAPTREK is synonym of freedom, discoveries, and sensations.

A high-tech e-device made for all outdoor activities, offering all needed features in an only one product.

A high-quality level of product, developed in a French eco-system of partners.

A 100% made in France product, bringing the knowhow to the technology.

The passion for outdoor sports and new technologies, to change the game during all outdoor activities.

KAPTREK is made for all outdoor geeks searching for connection to nature.



## THE FOUNDER'S HEADWORD

Hey, this is Julien FABRE, from KAPTREK! I am passionate about outdoor activities: skiing, hiking, trail running, cycling... We certainly met each other one day on a ski lift or on a hike track!

I am also obsessed with the latest technologies! I always bring with me during my outdoor sports all my E-Devices: sportwatch, walkie-talkie when I am in group, my GPS, my safety beacon, my remote control for drone and GoPro, ...

I am an "Outdoor Geek"!

I decided to dedicate my professional career to technologies! I spent 10 years within product development, industrialization, and commercialization, especially for a TESLA supplier, by working on their infotainment and battery management systems.

My first steps within entrepreneurship started in 2017, on the KAPTREK project, as part of a regional business creation competition called "Les Entrepreneuriales". With my team, we won 2 out of 5 awards and represented the project at the national France Level!

In 2018, I decided to make my project a reality, by creating FAB'ONE company.

**Now, discover my story, my ideas, and my brand! Discover the all-in-one, KAPTREK!**



**Julien FABRE – 28 YO**

CEO of FAB'ONE | KAPTREK

Engineer Degree (BAC+5) / Business & Management Degree (BAC+6)



## THE OUTDOORS

The outdoors are the biggest playgrounds around the world! It offers liberty, sensation, discoveries for everyone. Look at this beautiful landscape, we could watch it for hours.

More and more, outdoor enthusiasts digitalize their sports by using e-device to improve their experiences: navigation, safety, sport performance, memories, communication, ....



These products are supposed to simplify the outdoor experience. But in the end, it is the total opposite! Weight, bulk, recharge, know how to use, need to stop to check information and even the purchasing price...

Everything is made to destroy your liberty, your sensation and then your discoveries while practicing outdoor sports.

This is how and why KAPTREK was born, to offer everything outdoor geeks need, in an all-in-one disruptive e-device.

## PASSION AND INSPIRATION

Let's go back 30 years ago, Vincent FABRE, Julien's father, is passionate by innovative things! He regularly writes everything out of his mind in a book of ideas: how to solve this problem, how to improve this condition, ... On a lot of different situations, Vincent regularly had ideas to change the game.

One of his thoughts written on this notebook was about finding a way to know time while skiing. Very simple purpose, but very hard problem!

5 years ago, Julien came across this notebook and discovered all these thoughts. And it was this idea that led him on his entrepreneurship journey.

Huge fan of skiing and outdoor geek, Julien always brings with him his bag full of e-devices... No more place to add a sandwich!

To access time, navigate on the GPS, find his friends, communicate, ..., he stops all the time to take off his gloves, find the good device, open his pockets, ..., which quickly interfered with his activity.

After a double graduation of Engineering and Business Management Julien started the KAPTREK adventure alongside his father, who has 30 years of experience in finance, and who is now CFO – Chief Financial Officer at KAPTREK.

These different experiences, this passion, this inspiration, this family connection have created the all-in-one outdoor action controller.

Today, the startup works to make KAPTREK the number one e-device of outdoor, designed, manufactured, and assembled in France.

Freedom, sharing, simplicity, passion, and security are the values carried out by the founders.



## WHEN INNOVATION MEETS QUALITY

KAPTREK, the ultimate action controller for outdoor activities is the definition of innovation and quality.

**Let's talk about innovation**, Kaptrek comes to make the practice of all outdoor sports easier. It is the first digital all-in-one device, allowing practitioners to be safe in all circumstances, to provide them with live data about the environment in which they are operating while allowing them to connect their compatible devices, and finally to communicate live during an activity with their community.

The idea is to gather all the features of a smartwatch, a GPS, a walkie-talkie, a drone or GoPro's remote control, an e-call SOS into one product. KAPTREK is here to help you find your way, free yourself and connect with nature.

**Now, let's talk about quality**, if the project exists for almost 5 years until now, it is to prove that a development of a product made in France at the highest quality level is possible. The design, development and manufacturing process are 100% made in France, with a choice of qualitative partners for R&D and industrialization.

Engineering office (hardware & software), Mechanical design office, EMS (Electronic Manufacturing Service), Plastic industrial, Wristband industrial, Packaging industrial, ... A lot of different partners, already famous for realization of important worldwide projects.

The passion for outdoor sports and entrepreneurship combined with strong skills in business and electronics led Julien FABRE to create this essential tool for outdoor activities replacing all existing e-devices! KAPTREK set itself up in the outdoor market and is aiming to attract 100 million of outdoor geeks.



## DISRUPTIVE TECHNOLOGY

KAPTREK is the outdoor brand that facilitates sport practices and reduces costs while remaining efficient and effective. With a design and quality of embedded features.

KAPTREK offers a large touchscreen with quick access to the various functions to be used with or without gloves. Essential screen visibility even in full sun for an exceptional product use experience.

The basis of hardware and software development is 100% owned by the brand, sign of liberty of function development and guarantees for customers.

The innovation of KAPTREK is focused on 3 important axes:

- ✗ **Safety:** The product will prevent rescue through the SOS function on the product. Your last position is recorded and sent to rescue and all your contacts.
- ✗ **Connectivity:** For those who want to keep memories of their activity and are equipped with a DJI drone or a GoPro, Kaptrek can directly control these devices. Keep an eye on your outdoor environment thanks to connected live data.
- ✗ **Community:** Kaptrek offers its users the possibility to communicate with each other, to receive calls, to send messages, to geolocate his friends through a collaborative GPS.

The product will be sold at a retail price of 749 EUR, including European VAT.

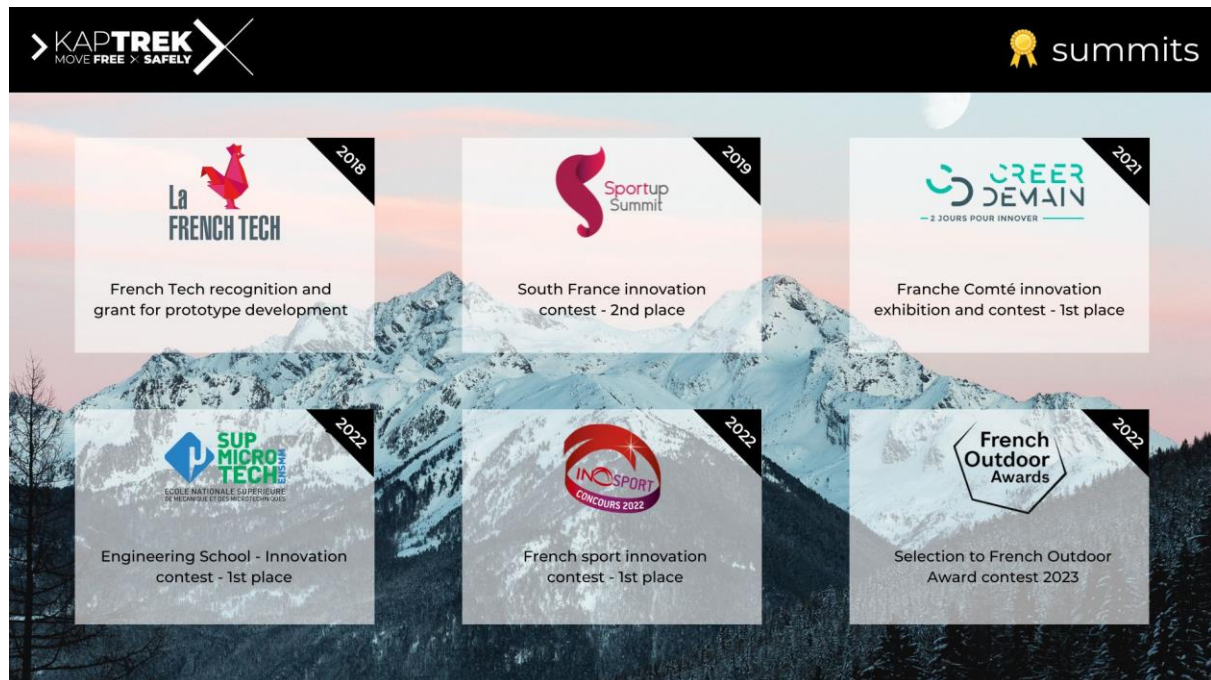


## A BRAND IS A PROMISE

The company has been working for almost 5 years to make outdoor sports easier.

Our commitment is to provide all the necessary functionalities in an outdoor environment.

Before the commercialization, KAPTREK received various innovation awards proving its uniqueness and potential success.



Kaptrek is a story, an innovation, a need but also an ecosystem.

A team of outdoor enthusiasts, all fans of the project.

### One common vision:

“Become the unique e-device for all outdoor sports.”

### One common mission:

“Bring the best technologies in an all-in-one device dedicated to outdoor sports.”

### One common ambition:

“Make the outdoor sports accessible for everyone.”

After several successful steps: fundraising (>1M€), first functional prototypes, presales on Indiegogo (100 units), a presence on national and international events (Outdoor By ISPO, Maxi Race, Sport Achats, ...), the brand is preparing to enter the B2B market in 2023.



# TECHNICAL DATASHEET


Retail Price : 749€

**SCREEN INFORMATION**




- 2.4 inch
- Display area : 52.32 x 31.39 mm
- Definition : 800 x 480 dots, readable in direct sunlight
- Tactile with or without gloves
- Reinforced glass

**BATTERY INFORMATION**




- 1800 mAh - Lithium Polymère
- Designed for one day of practice : 8h00 (mixed use)
- Rechargeable via magnetic USB cable
- Removable / interchangeable (directly by user)

**OUTDOOR RESISTANCE**

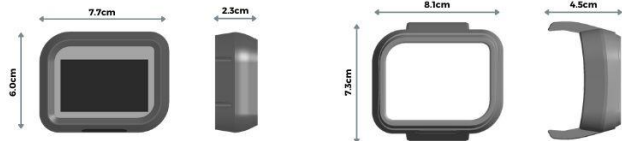


- IP67 rated
- Waterproof and submersible to 1m (3 feet) for 30 minutes
- Removable / interchangeable shell case
- Rugged and drop tested to 2m
- Designed for outdoor practices


**WEIGHT AND DIMENSIONS**



- Hardware box : 7.7cm x 6.0cm x 2.3cm
- With product shell (total dimensions) : 8.1cm x 7.3cm x 4.5cm
- Total weight : 150g



**KAPTREK APP**




- Available on iOS and Android
- Fast software updates and advanced configuration
- Activity preparation (GPX, friends, communication, ...) from the smartphone App

**NETWORKS**



- Wifi
- Bluetooth

**COMPATIBILITIES**



- GoPro (from Hero 9)
- DJI drones
- Cardio belt
- Bluetooth headsets (for communication)

**HOMOLOGATION**



- CE : Europe
- FCC : United States of America (On going)
- CSA : Canada (On going)

**SOFTWARE**



- Proprietary software
- Map datas : Open Street Map - Outdoor
- Outdoor informations : Web API

**STARTER KIT**



x1 Kaptrek



x1 wristband



x1 charger



x1 start guide



**ACCESSORIES**

4 protecting shell case colours





**ACCESSORIES**

4 wristband colours






## FEATURES LIST



### SAFETY

- Alerts: rescue / community
- Manual triggering of alerts
- Automated alert triggering (coming soon)
- Transmission of position



### NAVIGATION (GPS / GLONASS / GALILEO)

- Position
- Route calculation
- Tracks (Map, Satellite, Topographic)
- Points of interest
- Contact information
- Compass



### COMMUNITY / COMMUNICATION

- Sending / Receiving telephone calls
- Walkie-talkie function
- Community geolocation
- Instant information sharing  
(Activities, Navigation, Environment)



### REMOTE CONTROL

- Action Cam Piloting
- Back Image Action Cam
- Drone piloting
- Drone auto tracking
- On-board ski lift pass



### ENVIRONMENT

- Localized information
- Localized weather
- Temperature
- Hygrometry
- ATM pressure
- Slope angle
- Oxygen level
- Sunrise / Sunset
- Altitude



### GENERAL

- Dated
- Time
- Stopwatch
- Timer
- Smartphone notifications
- Smartphone app (IOS / Android)
- Technical packaging



### SPORTS TRACKING

- Number of steps
- Burned calories
- Cardiac frequency
- Duration
- Summary of activities
- Distance traveled
- Speed / Pace (instantaneous, max, min, avg)
- Vertical speed




## Contact us :

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