



## NEWS FROM KOLIBREE

**#CES2017**

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### **Kolibree Platform Gets Support From Game Developer Ubisoft®**

*New toothbrush games in perspective*

**JANUARY 3, 2017 (LAS VEGAS, NEVADA) #CES2017** – Ubisoft, one of the world's leading game publishers, has announced the continuation of the partnership with Kolibree to help both kids and parents brush their teeth longer and better.

"After three years analyzing data from thousands of Kolibree users, we learned that most kids like toothbrush games, while many adults prefer app-freedom when they brush. For these adults we developed Ara, the AI toothbrush and CES 2017 Innovation Award Honoree that doesn't need an open app to collect data," said Thomas Serval, founder and CEO, Kolibree.

"We also learned that many adults want more FUN app-based motivation and guidance for their children when they brush their teeth. We took this feedback to Ubisoft® to brainstorm so they could develop new content to enrich the Kolibree platform," added Serval.

"For 30 years, we've been creating rich and engaging worlds. Our ambition is to bring these worlds beyond video games and create new interactive and immersive experiences for a wide audience," said Deborah Papiernik, Vice President, New Business Development, Technology and Strategic Alliances, Ubisoft®. "We're happy to apply our vast expertise in the field to support Kolibree and develop fun ways to engage with Kolibree's community."

The Ubisoft®-Kolibree partnership began in 2016 with the launch of Ubisoft®'s *Rabbids® Smart Brush*, an interactive mobile game that engages the player with Ubisoft®'s irreverent rabbit-like characters through an obstacle course. The better you brush, the better your chances of being first to the finish line. It's the first time a third-party developer created a toothbrush app designed to prevent cavities and improve dental hygiene, while exemplifying Kolibree's strategy to offer a complete platform to its community.

Kolibree's open SDKs and APIs welcome developers and partners to create interactive educational applications aligned with Kolibree's mission to improve healthy behaviors.

#### **About Ubisoft**

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2015-16 fiscal year Ubisoft generated sales of €1,394 million. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

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#### **About Kolibree**

Kolibree, the smart oral care company, is dedicated to innovation of connected health solutions, such as the first toothbrush with embedded AI, and the first connected sonic toothbrush with 3-D motion sensors. Kolibree uses proprietary technology for data capture and patented M2M technology to provide a personalized, interactive tooth brushing experience for children and adults. Visit [kolibree.com](http://kolibree.com), [twitter.com/kolibree](https://twitter.com/kolibree), [facebook.com/sharekolibree](https://facebook.com/sharekolibree), [instagram.com/sharekolibree](https://instagram.com/sharekolibree) and [pinterest.com/sharekolibree](https://pinterest.com/sharekolibree)