

## NEWS FROM KOLIBREE

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### Game Developer Ubisoft® Partners With Kolibree for “Rabbids® Smart Brush”

*First third-party collaboration helps parents manage tooth brush time*

**June 6, 2016 (NEW YORK, USA and PARIS, FRANCE)** – Marking the first time a toothbrush company has partnered with a major game developer, Kolibree and Ubisoft have introduced **Rabbids® Smart Brush**.

**Rabbids Smart Brush**, featuring the den of irreverent and wacky characters from Ubisoft’s Rabbids® and popular television series, **Rabbids Invasion**, is a fully interactive gaming experience designed to prevent cavities, improve dental hygiene and encourage healthy smiles.

This innovative, child-friendly app for children is a teaching tool, guiding young tooth brushers through a crazy running game that supports overall fitness as well as improved oral hygiene.

“**Rabbids Smart Brush** is the first standalone toothbrush app by a third-party game developer, and we are very pleased that Ubisoft chose Kolibree’s open API platform to expand their Rabbids franchise,” said Thomas Serval, founder and chairman, Kolibree.

Kolibree’s 3D motion sensors in the electric toothbrush handle allow the toothbrush to double as a game controller, connecting to the mobile app via Bluetooth. A gyroscope, accelerometer and a magnetometer detect the location and angle of the brush, and then analyze data to provide instant visual feedback to the user. Kolibree’s proprietary technology also has the ability to store data to personalize and track brushing behaviors.

“Bwah, bwah, BWAAAAAAH!,” said one curious Rabbid, babbling an indecipherable language the Rabbids developed before they landed on Earth. TRANSLATION: “If you brush your teeth in all the correct areas for the correct amount of time you’ll be able to run faster, jump obstacles and cross the finish line to win points and badges. You can compete against your family members, and it’s FUN!”

“**Rabbids Smart Brush** perfectly aligns the entertainment of Rabbids video games with Kolibree’s philosophy of motivating children to learn healthy habits

through play. Together, we deliver an innovative educational gaming experience that's a serious tool for parents and a welcome addition for the Rabbids franchise," said Tony Key, senior vice president of sales and marketing, Ubisoft.

According to Kolibree's February 2016 survey of 230 parents using the Kolibree toothbrush:

- 79% say their family's dental health has improved.
- 81% agree the interactive app and toothbrush are easy for children to use.
- 80% use the app to identify which teeth they need to brush better.
- 87% say Kolibree is effective at removing plaque.

### **New opportunities for third-party developers**

Kolibree's innovative open API (Application Program Interface) and SDK (Software Development Kit) for iOS developers allow third-party programmers to create educational applications that can be licensed through the Kolibree platform.

**Rabbids Smart Brush** is now available on The App Store for iPhone and iPad for FREE through July 15, 2016. The one-time price will then be \$1.99. **Rabbids Smart Brush** complements the free flagship **Kolibree** app, from The App Store and Google Play, which includes the **Go Pirate** game for kids and **Coach** monitoring feature for adults. Kolibree's smart sonic toothbrush is available at kolibree.com and includes two brush heads and an induction charger. Each toothbrush accommodates up to five users with interchangeable brush heads. Additional 3-packs of color-coded brush heads are available at kolibree.com.

### **About Kolibree**

Kolibree, the smart oral care company, is dedicated to innovation of connected health solutions. The world's first connected sonic toothbrush with 3D motion sensors, Kolibree uses proprietary technology for an interactive tooth brushing experience for children and adults, and provides real-time feedback to improve oral care. Kolibree has offices in New York, Paris and Hong Kong. Visit kolibree.com, twitter.com/kolibree, facebook.com/sharekolibree, instagram.com/sharekolibree and pinterest.com/sharekolibree.

### **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, Watch\_Dogs, Tom Clancy's video game series, Rayman and Far Cry. 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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