



## FOR IMMEDIATE RELEASE

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### **Ditto® Wearable Partners with Purple Communications to Provide Purple VRS Customers with Exclusive Enhanced Service, Accessibility and Value**

*Collaboration with National Video Relay Service Provider Creates Unique and Improved Service for Deaf and Hard-of-Hearing Individuals*

**SANTA MONICA, Nov. 16, 2016**—[Ditto](#)®, the smartphone notification wearable, today announced an exclusive partnership with Video Relay Service (VRS) provider, [Purple](#) Communications, Inc. This partnership uniquely and exclusively integrates Ditto with Purple’s P3 Mobile app to make Purple VRS communication easier and more effective for deaf and hard-of-hearing individuals. Purple is now the only Video Relay Service provider that works with Ditto to notify its users of incoming calls and messages.

Ditto is a product by [Simple Matters](#)®, a Santa Monica-based technology company that creates simple and elegant solutions for everyday problems. Launched in 2015, Ditto is a small, discreet, waterproof Bluetooth wearable device that alerts users of calls, texts, social media updates, emails, calendar alerts, alarms and timers using customizable vibrations that are set up via a free mobile app.

Purple is a leading provider of high-quality video relay, a free service for deaf and hard-of-hearing consumers who use American Sign Language to communicate via videophone and a Video Interpreter (VI). It works on multiple platforms including smartphones, TV, desktops, laptops, tablets and other specialized equipment.

Together, Ditto and Purple are delivering enhanced communication services to meet the unique needs of each deaf and hard-of-hearing customer. Through integration with Purple’s P3 Mobile app, Ditto/Purple users will have an exclusive notification system to ensure that they never miss their calls. Ditto is also an integral reflection of Purple’s “Always On” service approach: Ditto helps users ensure that they do not miss calls, wake-up alarms, alerts or other messages

that they simply cannot hear and might otherwise miss if their phone is out of reach or out of sight.

“This is an exciting relationship for Ditto,” said Marc Guren, CEO and Co-founder of Simple Matters. “With the recent emphasis on greater accessibility features for individuals with disabilities by the tech industry’s biggest players, there’s a notable focus on the need to provide innovative technology solutions to specific audiences. While Ditto was originally focused on the mass market, we’ve learned from our customers that Ditto offers tremendous value and critical assistance to the deaf and hard-of-hearing community. Ditto enables them to stay better connected within their circles, especially to the people most important to them. We get tremendous satisfaction knowing that we are a part of this innovation and look forward to working with Purple to deliver its customers the best possible communication solutions.”

“It’s our mission to provide our customers with the most innovative communication services, keeping them connected to the people who matter most to them, and through our partnership with Ditto, we do exactly that,” said Bob Rae, President and CEO at Purple. “By joining forces and integrating with Ditto’s cutting-edge technology, we have been able to secure for Purple P3 Mobile app users the exclusive and unique ability to get supplemental notifications of incoming calls. It’s part of a series of product releases and service enhancements that ensures Purple is always on for our customers, giving them the best mobile calling experience in the industry.”

Purple’s P3 Mobile is a free app and currently available on both iOS and Android platforms. Ditto likewise works with both iOS and Android, is simple to use and requires no charging or cables, works with over 60 apps (including P3 Mobile) and is customizable by the user. It is available for \$39.95 at [www.dittowearable.com](http://www.dittowearable.com), on Amazon.com as well as at other select online and retail locations.

For more information about Ditto, including a video showing how it works, visit [www.dittowearable.com](http://www.dittowearable.com). For more information about Purple and P3 Mobile, visit [www.PurpleVRS.com](http://www.PurpleVRS.com).

#### **About Purple Communications, Inc.**

Purple Communications provides high-quality Video Relay Service (VRS) available on multiple platforms—TV, desktop, laptop, tablet and smartphone and special Purple proprietary equipment. VRS is a free service for Deaf and hard-of-hearing customers who use American Sign Language to communicate via video conference and a Video Interpreter (VI). The VI voices/relays the signed conversation in real-time to both deaf and hearing individuals.

Purple’s portfolio of solutions also include on-site interpreting services and Video Relay Interpreting (VRI), delivering a wide array of options to meet the varied communication needs of businesses and customers, collectively making communication between the deaf world and the hearing world accessible and enjoyable for all. For more information, visit [www.PurpleVRS.com](http://www.PurpleVRS.com).

**About Simple Matters®**

Based in Santa Monica, Calif., Simple Matters creates new products that provide simple and elegant solutions to everyday problems. The company was co-founded by long-time technology strategist and venture capitalist Marc Guren. Product and operations efforts are led by Director Neal Pecchenino. Simple Matters is a privately funded company. For more information, visit [www.dittowearable.com](http://www.dittowearable.com) or follow @DittoWearable on [Twitter](#), [Facebook](#), and [Instagram](#). Simple Matters welcomes companies with apps and services to contact it to join the growing list of companies adding Ditto notifications to their products.

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