

# MARKETING MEMO

Seamless global messaging is here...

## Meet ZOLEO

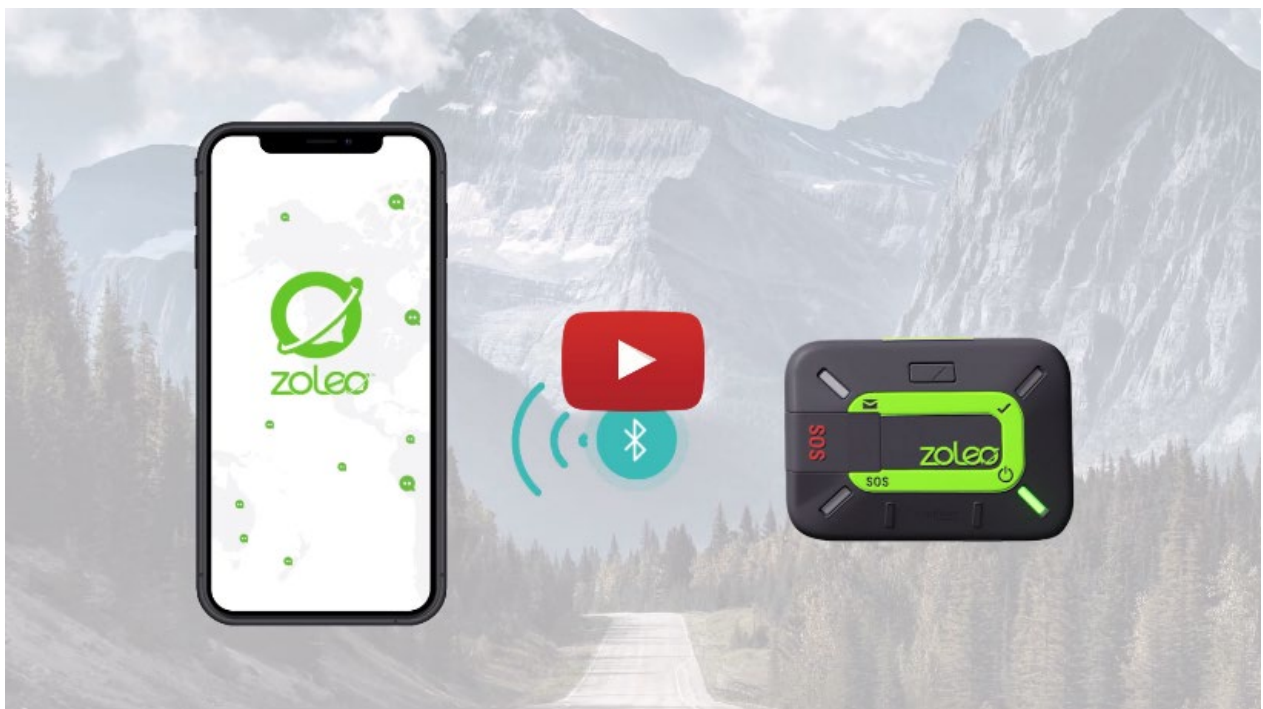
For anyone who ventures beyond cell coverage, ZOLEO offers everything you need to enjoy seamless global messaging from your smartphone or tablet, at a price you can afford. Uniquely, ZOLEO provides a truly seamless messaging experience that follows you in/out of mobile coverage. That's because only ZOLEO transmits messages via Iridium® satellite, cellular and Wi-Fi networks. You'll never miss a message again! Plus, ZOLEO offers features like progressive SOS alerting, check-in, weather forecasts, and location sharing that you can depend on for personal safety.



## HOW IT WORKS

When you're beyond cell coverage the ZOLEO satellite communicator connects with the free ZOLEO App on your phone/tablet to transmit messages via Iridium® – the only satellite network that provides coverage everywhere on the planet!

When you're within cell coverage, only ZOLEO seamlessly delivers messages via cellular or Wi-Fi. With ZOLEO, you'll always get the message, even if the ZOLEO device is turned off!



## KEY FEATURES

<b>SEAMLESS GLOBAL MESSAGING</b>	<p>ZOLEO works with your smartphone/tablet to extend messaging coverage to everywhere on the planet. Uniquely ZOLEO provides a seamless messaging experience as you travel in/out of cell coverage -- because only ZOLEO transmits messages via satellite, cellular and Wi-Fi -- so you can always count on your connection.</p>
<b>IRIDIUM CONNECTED™</b>	<p>When cellular/Wi-Fi coverage is unavailable, the ZOLEO satellite communicator connects with the app on your phone to transmit messages via the Iridium® satellite network – the only satellite network that provides coverage everywhere (no gaps!).</p>
<b>PROVIDES A DEDICATED NUMBER</b>	<p>Your ZOLEO device includes a dedicated ZOLEO SMS/text* number and email address that you can share with contacts, and that they'll recognize when you message them. (*A Canadian or US number is provided.)</p>
<b>FREE ZOLEO APP</b> (MADE FOR IPHONE AND IPAD, COMPATIBLE WITH ANDROID)	<p>The key to all the awesome features of ZOLEO including: 2-way messaging, 2-way SOS alerting, check-in, weather forecasts and location sharing. (Available from the app stores in multiple languages.)</p>
<b>TWO-WAY MESSAGING</b>	<p>Use the ZOLEO app to send and receive messages to/from any cell number, email address or another ZOLEO App user. Enjoy a familiar texting experience from your smartphone or tablet.</p>
<b>SOS ALERTING</b> (INCLUDES 24/7 EXPERT MONITORING SERVICES)	<p>Use the built-in button (or the app) to trigger an SOS alert and rest assured that the expert 24/7 emergency response coordination center is standing by. Uniquely, ZOLEO users enjoy progressive SOS alerting. Upon activating an SOS alert, ZOLEO users can exchange messages with the response center and receive step-by-step updates throughout the incident via the free ZOLEO app. If your situation changes, you can easily cancel the SOS via the app or device. (Active subscription required to transmit SOS.)</p>
<b>WEATHER FORECASTS</b>	<p>Get accurate, hyper-local Dark Sky™ weather forecasts for your location. Each forecast includes detailed forecasts for the next 36 hours, and daily forecasts for five (5) days.</p>
<b>CHECK-IN</b>	<p>Use the built-in button (or the app) to check in with one press and let others know you're okay.</p>
<b>LOCATION SHARING</b>	<p>Include your GPS coordinates in any message to share your location.</p>
<b>LOCATION SHARE+</b> (ADD-ON SUBSCRIPTION)	<p>Share your location with check-in contacts, on a selected interval from every 6 minutes to 4 hours. You and your check-in recipients will be able to use the free ZOLEO app to view the current location and breadcrumb trail on a map. Start/stop location sharing any time, and also download maps for use offline. Location Share+ is an optional add-on subscription, that includes unlimited location and check-in messages! (Additional charges apply; can be cancelled any time. <b>For pricing details visit <a href="http://zoleo.com/plans">zoleo.com/plans</a>.</b>)</p>
<b>COMPACT, DURABLE DESIGN</b>	<p>The ZOLEO satellite communicator provides superior shock-, dust- and water-resistance, so you can depend on it in extreme environments and under harsh conditions.</p>
<b>LONG-LASTING BATTERY</b>	<p>The internal, rechargeable Lithium-Ion battery offers 200+ hours of battery life (checking messages every 12 minutes).</p>
<b>MONTHLY SUBSCRIPTION PLANS</b>	<p>ZOLEO monthly plans ensure you enjoy more messaging value for your dollar, plus the convenience of making changes online or temporarily suspending service when needed. <b>For details visit <a href="http://zoleo.com/plans">zoleo.com/plans</a>.</b></p>
<b>ACTIVATE ONLINE</b>	<p>Your online ZOLEO account makes it easy and convenient to activate your ZOLEO device, select/change monthly plans, suspend service temporarily, view invoices and more. <b>To activate visit <a href="http://zoleo.com/activate">zoleo.com/activate</a>.</b></p>

## PRODUCT COMPARISON

(When the satellite device is connected with its companion app.)

FEATURE	ZOLEO	SPOT X
Dedicated SMS number (sharable, recognizable)	Y	Y
Transmits via satellite, cellular and Wi-Fi	Y	N
True global (whole earth) coverage	Y	N
Two-way messaging	Y	Y
Progressive SOS alerting (24/7 monitoring included)	Y	N
Weather forecasts for your location	Y	N
Share GPS location coordinates	Y	Y
Check-in with one-click	Y	Y
Ingress Protection (water- and dust-resistance)	<b>IP68</b>	IP67
Shock-resistance	<b>MIL-STD 810G</b>	MIL-STD 810G
Very long-lasting battery	Y	Y
2-Year Warranty	Y	N

## PRODUCT CONFIGURATION



### ZOLEO SATELLITE COMMUNICATOR

Made in Malaysia.

SKU: ZOLEO1

Mfr Part Number: ZL1000

UPC: 820712000002

MAP: USD \$149

**Includes:** ZOLEO device, Micro-USB cable, Lanyard, Carabiner, Quick Start Guide, 2-Year Warranty

## ACCESSORY KITS

### ZOLEO CRADLE KIT



Made in Malaysia.

SKU: ZOLEOCRADLE

Mfr Part Number: ZLCAK

UPC: 820712000033

MSRP: USD \$35

**Includes:** Main cradle, belt clip insert, strap insert, camera mount insert, User Guide, 2-Year Warranty

### ZOLEO UNIVERSAL MOUNT KIT



Made in Malaysia.

SKU: ZOLEOMOUNT

Mfr Part Number: ZLUMK

UPC: 820712000040

MSRP: USD \$75

**Includes:** ZOLEO Cradle Kit (complete), RAM™ Twist-Lock Suction Cup Mount (with threaded camera adapter and double socket arm), USB Car Charger (12-24 V), Micro-USB Cable, User Guide, 2-Year Warranty

## ZOLEO DEVICE PHYSICAL SPECIFICATIONS

<b>Dimensions</b>	3.58 x 2.6 x 1.06 in; (9.1 L x 6.6 W x 2.7 H cm)
<b>Weight</b>	0.74 lbs (150 g)
<b>Ingress Protection: IP68</b>	Dust- and water-resistant (sustains immersion to 4.9 ft (1.5 m) for 30 minutes)
<b>MIL-SPEC 810G</b>	Shock-resistant
<b>Battery</b>	Internal, rechargeable Lithium-Ion battery
<b>Battery life</b>	200+ hours, checking for messages every 12 minutes
<b>GPS location accuracy</b>	8.9 ft (2.5 m), under normal conditions
<b>Power connector</b>	Micro-USB, Type-B
<b>Operating temperature</b>	-4°F to 131°F (-20°C to 55°C)
<b>Charging temperature</b>	32°F to 113°F (0°C to 45°C)
<b>Wireless connection</b>	Bluetooth® LE (one connected user at a time, at a range up to 164 ft (50 m))
<b>Satellite network</b>	The ZOLEO device transmits via Iridium®, the only network that offers coverage everywhere on the planet. <i>(Requires an active subscription to transmit satellite messages and SOS)</i>

## SHIPPING AND CASE PACK

### Gift Box

Dimensions (W,H,D): 4.62 x 2.56 x 3.67 in

Weight: 11.8 oz

### Master Carton

Dimensions: 15.75 x 15.75 H x 12.20 in

Master carton weight: 22.36 lbs

Master carton quantity: 24 units/carton



## POINT OF PURCHASE MERCHANDISING MATERIALS

As part of the ZOLEO distribution onboarding, Roadpost will be providing you with free ZOLEO merchandising displays along with ZOLEO product stands, dummy devices, and brochures for your point-of-sale. Please ensure that ZOLEO is immediately and prominently displayed in your store(s). A quick reference card with ZOLEO subscription plan info has also been included (the same information can be found on the [Plans page](#) of the ZOLEO website). *Consumers can purchase their subscription plan when activating their device(s), exclusively on the ZOLEO website.*



### ZOLEO DUMMY UNIT

Allow customers to experience the sleek device first-hand and explore its physical features. The dummy device is made to the exact specifications of the real device.



### PRODUCT STAND AND BROCHURE HOLDER

The versatile two-part display stand can be used with or without the magnetic brochure holder attached. Measuring 5.3 in deep by 8.3 in wide and 3.5 in high, it is compact enough for use on a countertop or inside a glass case. You'll also receive a supply of full colour brochures for your store(s).

To order more point of purchase materials, please email [partnersupport@roadpost.com](mailto:partnersupport@roadpost.com).

## EMPLOYEE PURCHASE (EXPERTVOICE) PROGRAM

The ZOLEO Employee Purchase (EP) program helps educate employees on the ZOLEO product through a training session on the **ExpertVoice platform**. Exclusively, enjoy all the benefits of ZOLEO product while saving 35% on your ZOLEO device, monthly service plan and activation fee.



[Learn More](#)

# ZOLEO Mobile App

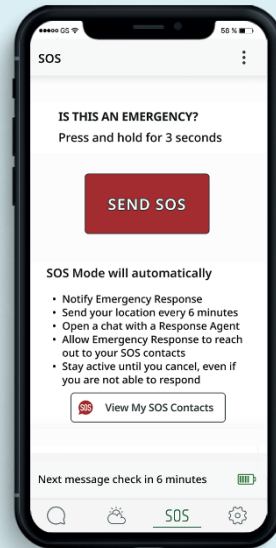
The free ZOLEO App is the key to all the awesome global messaging and safety features that ZOLEO offers. Your contacts can also use it to message you (they don't need to own a ZOLEO device to message you using the app). Messaging app-to-app enables you to exchange messages of 950+ characters, and you'll get their message even if your ZOLEO device is being used by someone else or is turned off.

## GLOBAL MESSAGING



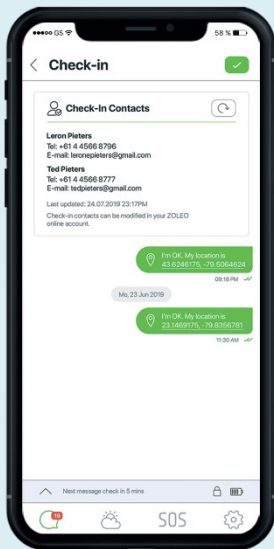
Send and receive text, email or app-to-app messages anywhere -- in the backcountry or around the globe! (SMS up to 160 char., email up to 200 char., app-to-app 950+ char.)

## PROGRESSIVE SOS ALERTING



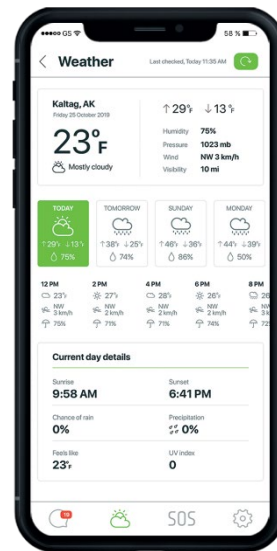
In an emergency, trigger an SOS alert and rest assured the 24/7 emergency response coordination center will respond. You'll be able to exchange messages and receive step-by-step updates throughout the incident. SOS alerts can also be canceled.

## CHECK-IN



Check in to let others know that you're okay. With one press you can send a check-in message (include your GPS location coordinates if you want to).

## WEATHER FORECASTS



Be prepared. Get accurate, hyper-local Dark Sky™ weather forecasts wherever you are. Each forecast includes current conditions, detailed forecasts for the next 36 hours and daily forecasts for five (5) days.

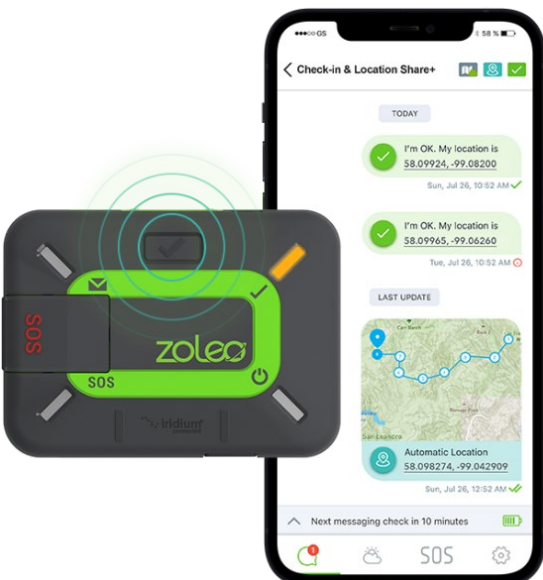
# ZOLEO Monthly Plans

## All ZOLEO monthly plans include:

- Your own ZOLEO SMS number and email address
- Unlimited SOS messaging
- Convenient usage alerts and optional message top-up bundles
- Flexibility to change, suspend or cancel if your needs change

PLANS	Basic	In Touch	Unlimited
Monthly fee	\$20	\$35	\$50
Included satellite messages	25/month	250/month	Unlimited
Progressive SOS with expert 24/7 monitoring	Unlimited	Unlimited	Unlimited
Activation fee (1x)	\$20	\$20	\$20
Additional messages	\$0.50/each	\$0.50/each	Included

## ADD-ONS



### LOCATION SHARE+ (Optional add-on subscription - \$6/month)

Location Share+ enables ZOLEO users to share their location with their check-in contacts, on a user-selected interval from every 6 minutes to 4 hours. ZOLEO users and check-in recipients will be able to use the free ZOLEO app to view the current location and breadcrumb trail on a map. ZOLEO users can start/stop location sharing any time, and also download maps for use offline. Location Share+ is an optional add-on subscription, that includes unlimited Location Share+ and check-in messages! (Additional charges apply; can be cancelled any time.)

[Learn more](#)

# Reviews and Awards



In January 2021, ZOLEO was named the Product of the Year during the third annual Outdoor Retailer Innovation Awards. Recognized as the most innovative product by a respected organization in outdoor industry, ZOLEO was selected to receive top honors from 189 entrants and 34 finalists.

[Read more about this award](#)



Outdoor Retailer recognized ZOLEO as a 2020-21 Hot Pick Product. "ZOLEO is designed to provide a seamless messaging solution for smartphone or tablet users who venture beyond mobile coverage"

[Read more about this recognition](#)



"...in remote locations where no on-the-grid service was available...the ZOLEO unit excelled. Users download an app for their smartphone which allows them to both text and email easily."

Fish Alaska Magazine – [Read more about this award](#)



"We've been using this new product for the last few months and are impressed. It allows us to use an app on our smart phone to connect with the ZOLEO device that accesses Wi-Fi, cellular, and the Iridium satellite network..."

Hunt Alaska Magazine – [Read more about this award](#)



"Based on two years of field use, an extensive side-by-side field test, and our Performance Criteria for Satellite Communicators, The ZOLEO Satellite Communicator has taken our top spot [for Top Pick of 2022]."

Adventure Alan Top Pick - [Read about ZOLEO in their Satellite Communicator Guide](#)



"There is a new one that's worth consideration: the ZOLEO satellite communicator (\$200, 5.3 ounces), which debuted in January. It's priced, constructed, and engineered well, and it provides a significantly improved messaging experience for both the user and their contacts"

Outside Magazine – [Read more about this review](#)



"The innovative ZOLEO satellite communicator is an everyday option for anyone who wants to send messages from anywhere and likes the reassurance of location tracking and emergency services."

GearJunkie – [Read more about this review](#)



"For anyone who wants easy two-way messaging via text and email, this is a top new choice. Thanks to its intuitive, dependable performance, the ZOLEO is one of the best options for backcountry communication on the market today."

Backpacker Magazine – [Read more about this review](#)



"There honestly isn't anything that we didn't like about the ZOLEO Satellite Communicator. It's rugged, waterproof, and did everything that it's supposed to do."

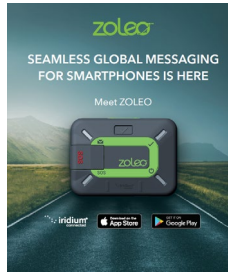
50 Campfires – [Read more about this review](#)

# MARKETING TOOLKIT

## MARKETING RESOURCES



- **ZOLEO Brand Guide:** <http://bit.ly/ZOLEOBrandBook>
- **ZOLEO Logos:** <http://bit.ly/ZOLEOLogo1>; <http://bit.ly/ZOLEOLogo2>
- **Brochure:** [bit.ly/ZOLEOBrochureEng](http://bit.ly/ZOLEOBrochureEng); [bit.ly/ZOLEOMarineBrochureEng](http://bit.ly/ZOLEOMarineBrochureEng)



Land:



Marine:

- **Product & Brochure Stand, Dummy Device (with first order of 10 devices):** <http://bit.ly/ZOLEOPOS>
- **ZOLEO Plans Pricing Info:** <http://bit.ly/ZOLEOPlansUS>
- **ZOLEO Schematics:** <http://bit.ly/ZOLEOSchem>
- **Product Award Icons:** <http://bit.ly/ZOLEOAwards>

## IMAGES AND VIDEOS



- **Product Images:** <http://bit.ly/ZOLEOProduct>
- **Package/What's in the Box Images:** <http://bit.ly/ZOLEOBox>
- **Lifestyle Images and Videos:** <http://bit.ly/ZOLEOLifestyle>
- **Accessory Kit Images:** <http://bit.ly/ZOLEOKits>
- **ZOLEO App Screen Images:** <http://bit.ly/ZOLEOApp>
- **Product Videos:** [Meet ZOLEO](#), [Unboxing](#), [How to Activate](#)
- **Gear Review Videos:** [Backcountry Exposure Review](#), [50 Campfires Review](#), [Adventure Alan Review](#)

## BE SOCIAL

**Add your own image, link and hashtags to these pre-written posts, and you're ready to share ZOLEO with your community.**

*Meet ZOLEO. The smartphone accessory that provides seamless global messaging that follows you in/out of mobile coverage, plus safety features you can count on world-wide. #ZOLEOlife*

*Say hello to ZOLEO. The accessory for smartphones and tablets that extends your messaging coverage everywhere on earth and provides safety features you can count on worldwide. #ZOLEOlife*

*Say hello to progressive SOS. Uniquely, when you declare an SOS using ZOLEO you'll receive step-by-step status updates throughout the incident via the free app. #ZOLEOlife*