



## Adesto's Ultra-low Power Memory Aids Long Battery Life for the New XY4+, Bluetooth Item Finder

December 12, 2017

### 'Fusion' Serial Flash Memory Provides Key Advantages for Battery Operated Devices

SANTA CLARA, Calif., Dec. 12, 2017 (GLOBE NEWSWIRE) -- [Adesto Technologies](#) (NASDAQ:IOTS), a leading provider of application-specific, ultra-low power non-volatile memory (NVM) products, announced that its 'Fusion' Serial Flash memory device plays a critical role in minimizing energy consumption in the XY4+, the newest Bluetooth® item finder from XY – The Findables™ Company. The company quotes the battery life as three to five years from shipment.

'Fusion' Serial Flash memory devices from Adesto are designed specifically for use in a wide variety of high-volume consumer applications such as wearable, mobile, and other energy conscious designs. Such products need extremely long battery life, and can benefit from Adesto's low power consumption and wide voltage solutions as compared to commodity devices.

XY4+ findable devices help users locate anything within a range of around 300 feet by communicating with a smartphone or other iOS or Android smart device via Bluetooth LE (low energy). The XY4+ is designed to attach to keys, phones, or anything the owner doesn't want to lose. The XY4+ is the latest generation of the company's Bluetooth LE tracking devices, which began as a crowdfunded campaign and are now shipped worldwide.

"The XY4+ is perfect for putting on your keys, purse, luggage, or pet's collar, with the ability to function for three to five years off of a single replaceable battery. To achieve this, we carefully selected each component," said Arie Trouw, Founder and CEO at XY – The Findables Company. "Extremely low energy consumption and compact size make the Adesto 'Fusion' Serial Flash memory a truly value added component in our new XY4+ products."

"In the IoT era, commodity memory devices can't meet energy consumption requirements," said Raphael Mehrbians, VP of Marketing at Adesto. "Memories can play a key role in determining the usability and lifetime of ultra-low power products like XY's products. Our 'Fusion' Serial Flash memories are designed with specific advantages for high-volume, battery-operated consumer devices. Innovative companies like XY are making 'Fusion' our fastest growing product family."

For more information on XY products, visit: <http://www.xyfindit.com>

For more information about 'Fusion' Serial Flash memory products, visit: <http://www.adestotech.com/products/enhanced-serial-flash>.

#### About Adesto Technologies

Adesto Technologies (NASDAQ:IOTS) is a leading provider of application-specific, ultra-low power, smart non-volatile memory products. The company has designed and built a portfolio of innovative products with intelligent features to conserve energy and enhance performance, including Fusion Serial Flash, DataFlash®, EcoXiP™ and products based on its trademark resistive RAM technology called Conductive Bridging RAM (CBRAM®).

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Source: Adesto Technologies Corporation