

gosh! debuts its range of new products in CES 2015

Singapore, 6th Jan, 2015 – Appcessory Pte Ltd, the brand owner of 'gosh!', today debuts its full range of new products. Launching its first Apps enabled product in Home automation, it will showcase a set of drawer lock and door lock. It also introduces to home or office a set of accessories that helps organize your desk for all your gadgets in matching design. The CES award winning Battery case for iPhone 6 will also be displayed for the 1st time. Last but not least, it will introduce the slimmest Bluetooth Keyboard case for iPad Air 2.

Gosh! Smart Lock

The gosh! **SmartLock** incorporates a patented technology, OSSS (Optical Screen Security System), licensed from Thine Creative. Both the door and drawer lock operate the same way. By placing your phone underneath the OSSS reader on the lock. It has done away with a few major flaws already reviewed in other locks. And the most important thing. Making it affordable and not just an over hyped and expensive stuff.

Firstly, Non-Bluetooth. Anything wireless is prone to interference. It takes time to connect as well. Bluetooth for example can also be hacked.

<https://www.youtube.com/watch?v=4POOiVrdnX8>

Secondly, it does away with a cloud server. Again, prone to being hacked. Less expensive and fast to implement, it assigns a key via any email client. Anybody whom has an email address could receive a code as an attachment. Clicking on the attachment launches the Apps installed in your phone. iOS and Android ready. Ready to work.

There is no need to register, verifications over the cloud etc to begin with. Less is more. Simple and easy to use. That's the objective. Assigned keys can be set to expire by date and time. And adding multiple rules the way you want it to be.

They retail at US\$59.90 (Drawer Lock) and US\$119.90 (Door Lock). Available in February & March 2015 respectively.

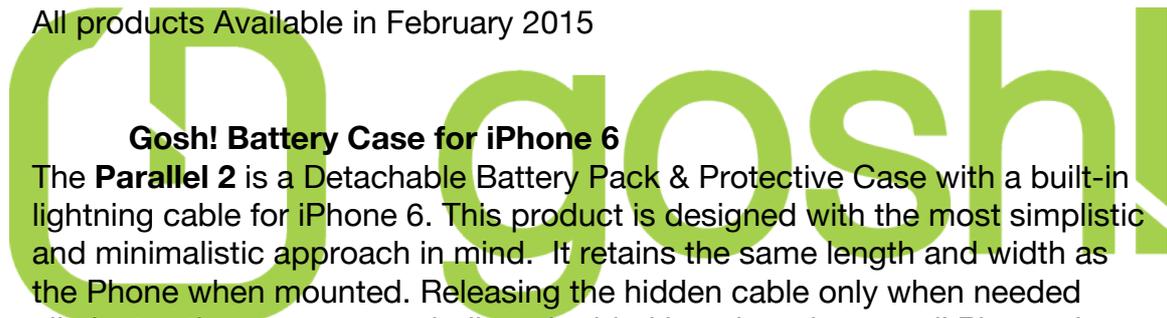
Gosh! Desktop Solutions

You are likely to own a Laptop, a phone, or for some even 2 phones, a tablet and couple of Powerbank for the forever power hungry devices we have. Long and messy cables. Gosh! Desktop accessories are designed to

complement your gadgets with a set of matching and premium faux leather wrapped finished products.

1. A charging station (**FuelTank**) with 5 USB hub delivering 5A of output ensures your table is free from wire mess. MSRP US\$89.90
2. A cable management box (**CordBox**) which hides your extension cord and all the unsightly AC adapters and Wires. MSRP US\$34.90
3. A leather and felt Laptop sleeve 13/15" (**NomadicFlip**) that also acts as a kickstand for heat dissipation. Multiple pockets for your charger and mobile phone for busy executives on the go. MSRP US\$44.90
4. A retractable lightning USB cable (**LynkRetrak**) for charging your iOS devices. Finished in Premium electroplating. MSRP US\$29.90
5. A PowerBank (**Joule Haute**) with 8000mAh capacity. Finished in Premium Electroplating. MSRP US\$69.90
6. PowerBank with dock stations (**Joule Duo**) with 2 x 5000mAh capacity. This unique design provides a total of 10000mAh standby power but does away with the big bulk when in use by splitting the battery pack into 2 with detachable charging unit. The home base charging station sits on your desktop ready to charge without the wire mess. MSRP US\$79.90

All products Available in February 2015



Gosh! Battery Case for iPhone 6

The **Parallel 2** is a Detachable Battery Pack & Protective Case with a built-in lightning cable for iPhone 6. This product is designed with the most simplistic and minimalistic approach in mind. It retains the same length and width as the Phone when mounted. Releasing the hidden cable only when needed eliminates the unnecessary bulk and added length to the overall Phone size. Its patented slide and lock mechanism detaches and mounts with ease.

When detached, the Phone is protected by a duo material case constructed with Polycarbonate ToughShield backing and all sides Soft Polymer protection. It is also designed for easy access to ports and buttons and no additional adaptor is required for audio jack. With 2900mAh capacity, it delivers 1.6x more power for your daily use.

Awarded the 2015 CES Innovation Honoree. MSRP US\$99.90.
Available in February 2015.

Gosh! Bluetooth Keyboard Case for iPad Air 2

Researched and designed with true portability in mind, the gosh! **Transpire+** case has 3 great features.

1. Slim and compact built. With a thickness of only 14mm with the case, it is one of the slimmest Bluetooth keyboard in the market. The keyboard incorporates a hybrid solution combining a traditional keycap with tactile feel and touch film keyboard solution.

2. Robust and elegant Built. The iPad Air 2 is housed within a full wrapped Polymer case with a stainless steel kickstand.
3. This Bluetooth Keyboard is detachable from the iPad Air 2 with a unique slot in and out rod built into the keyboard. Reduces weight for easy handheld reading or other purposes.

It retails at MSRP US\$109.90. Available in March 2015

Gosh! Premium PowerBank

A power capacity upgrade from its CES 2014 Innovation and Engineering Award Honoree product - Joule Surge, The Joule Surge+ boasts a battery capacity of 12,000mAh. Comes with the same intuitive vibration power indicator, the housing is now finished in anodized aluminum and with 2 dedicated USB delivering 1A and 2.1A output.

It retails at MSRP US\$89.90. Available February 2015

About gosh!

gosh! is a brand created and wholly owned by Appcessory Pte Ltd, a passionate IT accessories company based in Singapore. Appcessory own brands and manufacture products people desire. The foundation of this passion comes from understanding that the pleasure of having a smart phone, laptop or any other electronic product doesn't end by just owning it.

It is about 'accessorising', and scaling up the experience. And that's the business.

gosh! aspires to reinvent and recreate every moment you have with your toy by designing accessories that are not just premium in quality, unique yet affordable, thoughtful and reliable all at the same time. This does seem like a tall order, doesn't it?

But if we are not going to buy our products, we can't expect you to.

For information on gosh!, please follow the URL below:

www.whygosh.com

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CES 2015, 6-9th January, Las Vegas

LVCC, North Hall, iLounge Pavilion

Booth: 5731