

## **The August Smart Lock Has Arrived**

*Smart Lock and Home Access System now Available in Apple Retail Stores across the U.S. and for Purchase Online*

**SAN FRANCISCO – October 14, 2014** – [August](#), the technology company building products that make life simpler and more secure, announced today that its flagship product the August Smart Lock is available for purchase nationwide in Apple stores and online at [august.com](#) for \$249.99. The August Smart Lock was first unveiled in May 2013 by its co-founders, renowned designer Yves Béhar and technology entrepreneur Jason Johnson. Since its debut, August’s technology has advanced to become the most intelligent, secure way for consumers to manage access to their homes.

Compatible with all standard deadbolts, August attaches to your existing deadbolt on the inside of your door, and can be self-installed in less than ten minutes. For those who need a little help, August has developed a network of over 300 locksmiths across the U.S. who have been trained and certified as August installers.

“August is more than just a connected piece of hardware. It’s an entire home access control and management system that is all at once secure, simple, and a beautiful addition to your home, now available to the general public,” said Jason Johnson, co-founder and CEO of August. “If you’re looking for a simpler home entry experience, August securely replaces your keys with a smartphone.”

August operates through a Bluetooth Low Energy (BLE) enabled locking mechanism and an elegant, intuitive mobile application available for both iOS and Android at launch. The system relies on the same communications technology used by financial institutions for online banking, offering 128-bit AES encryption security, reliability, and functionality.

“August is an important step towards the invisible home interface; the way we come and go becomes a seamless process,” said Yves Béhar, co-founder and designer of August. “Security and integration with everyday life in a simple and non-intrusive way for all people in the household were the main criteria in designing August. Every technical and stylistic decision made in the hardware and digital design available to consumers today reflects this.”

Through its Keychain functionality, you can send a virtual key to anyone you choose to grant access at specific time intervals, eliminating the timely process of duplicating and exchanging keys. August offers a home entry experience that includes features such as EverLock™, which automatically locks the door behind you; Auto-Unlock, which senses your approach and unlocks the door hands-free; and Guestbook, where you can share photos, comments, and more with guests enabling a new type of private social network.

Made of solid aluminum, the lock is a carefully crafted circular shape that fits into the palm of your hand. It is available in four color options—silver, champagne, dark gray, and a limited edition August red—fit to your personal style and complementary to any home decor.

For more information or to purchase an August Smart Lock, visit an Apple store near you or [www.august.com](#).

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**About August**

August builds products that make life simpler, allowing physical environments to seamlessly respond to user behavior. August's flagship product, the August Smart Lock, is a new lock and access system that allows you to send a virtual key to anyone you choose to have access to your home. Founded by renowned designer Yves Béhar and technology entrepreneur Jason Johnson, August has raised more than \$10 million in venture funding and is headquartered in San Francisco, California. The company has opened its cloud platform to trusted developer partners, vetted by August, so they can connect existing things to the platform and help grow the Internet of Things connected world. For more information about August, please visit: [www.august.com](http://www.august.com).