

Connecting your world one sensor at a time

Sensorist - in short:

With Sensorist, real-time and historic measurement data can be visualized and explored in a user-friendly way 24/7, and can be accessed forever. Unlike traditional thermometers, Sensorist offers data visualizations, trends, full history and custom alarms - via a website or free App. One can get a detailed view of what's going on, even when not around, and ensure optimal conditions and never again have items damaged by unforeseen changes to temperature or humidity.

Sensorist - in depth:

Today, a lot of people have a thermometer and some may even have a hygrometer, but most of these devices are old-fashioned and have not changed in the last century, and have many limitations.

New Scandinavian start up company [Sensorist](#), wants to change that. They have created products to measure the things people care about, in and around their private homes or businesses. Aimed towards making life easier, Sensorist offers a simple and wireless solution for monitoring temperature and humidity.

“It seemed incredibly old-fashioned that one had to manually write down temperature and humidity on a daily or weekly basis, to be able to follow the changes of one’s environment” says Kasper Mejlgaard, Founder and CEO of Sensorist and serial entrepreneur.

With a super easy setup, it's suitable for normal people, and not only hackers and programmers. It takes only minutes before the user can start monitoring temperature and humidity, as well as see historic development through either the Sensorist App or website.

Sensorist products are based on Scandinavian design tradition, with focus on simplicity and a sleek, modern and elegant feel, so they not only look good, but are also very user-friendly.

“We really feel that ease of use and wonderful design are fundamental to our users, so that they can focus on getting insights and history of their data, and not have to worry about a difficult set up, configuring and other technical stuff, and just let us do the hard work of visualizing and applying statistics that’s useful to the user” say Kasper Mejlgaard.

Users can set up individual alarms and receive notifications via smartphone or through email if the temperature or humidity rises or falls under a set custom value. For example, get notified when plants should be moved inside because of too low temperatures or when water should be drained from pipes in the summerhouse.

With a wide range of 100 meters and a battery life of 2 years, temperature and humidity data can be collected from almost anywhere, whether it be a wine cellar, greenhouse, garage or more traditional monitoring of an indoors or outdoors climate.

Sensorist has launched a campaign on the crowd-funding platform [Indiegogo](#). During the campaign period, Indiegogo will be the only place where customers can get Sensorist products by pre-ordering them and get the first-ever produced batch. Sensorist on the other hand, gets a unique chance of getting volume in the first mass production order. It's also an opportunity for them to get close to potential customers, get feedback and have a user-based influence on projects going forward.

With eyes set on the international market, Sensorist products will be offered globally, with focus on EU and US.

Once the campaign on Indiegogo is over, customers can purchase Sensorist products on the e-shop through different packages, such as a wine package, green thumb package or the basic package, making the shopping experience as simple and easy as the product itself is to set up.

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Links:

Homepage: <http://sensorist.com>

PR material inc- photos: <http://sensorist.com/press>

Indiegogo kampagne: <http://www.igg.me/at/sensorist>

About Sensorist

Sensorist was founded in August 2012 in Copenhagen, Denmark, and has since then worked on developing and designing a unique hardware platform, software cloud platform and Smartphone App. Sensorist has also established hardware production in China, where the first batch has already been produced and is ready to start mass production. With a global mind set, Sensorist products will be for sale in the EU and US from day one.

Sensorist is funded by its founders and Seed Capital, along with several private investors in a seed round of approx. \$700.000

About Kasper Mejlgaard

Founder & CEO of Sensorist is no stranger to the start up world. A serial entrepreneur, he started one of the most successful Danish broadband ISPs, Fullrate, which was sold to Danish incumbent TDC for several hundred million.

With one success story behind him, Kasper was ready to take on new adventures. As a true entrepreneur with a love for technology, Kasper wanted to create a business that would bring a unique product that connected the physical world with the Internet.

About Seed Capital

SEED Capital is the largest venture fund in Denmark within the pre-seed and seed segment, and are specialists in identifying and developing new and innovative tech companies. SEED Capital administers both private and public venture capital through DTU Symbion Innovation. The public funds give SEED the opportunity to invest in startup companies in their early phases and the private funds can therefore invest in the most

successful companies in the subsequent investment rounds. SEED manages today. 1,8 billion DKK and has around 65 companies in its portfolio.

www.seedcapital.dk

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