

# Lexibook and Sensorwake join forces to wake kids up with their favorite heroes.

Lexibook and Sensorwake join forces to give birth to a whole new version of the alarm clock dedicated to kids. Wake your kids up with kids' favorite characters magic using pleasant and enjoyable scents instead of gongs and ear-splitting beeps.

Lexibook will also take over manufacturing of Sensorwake award winning olfactory clock new version and enter into a licensing agreement with Sensorwake to use their technology in its new aromatic clock.

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*Lexibook and Sensorwake unveil their adaptation of the alarm clock for kids at the IFA Berlin, the European trade show for consumer electronics and home appliances.*

## A sweet and magical morning experience

Wake children up with Olaf from Frozen and allow them to discover the world of their favorite snowman using fresh peppermint scent, or offer them a dynamic morning with cheerful, crazy, and funny Minions friends using the scent of banana!

Two additional versions of alarm clocks - along with fresh peach fragrance for Barbie lovers and sweet strawberry candy fragrance for Disney princesses - will transform every morning into new magical experience.

This kid-friendly device features: fully licensed design, a night light, FM radio, a snooze button and a scent demo button to impress friends. Each alarm clock contains a capsule of 30 sweet mornings. It works via heatless and dry diffusion which complies with the highest air quality standards (REACH, CARB, and IFRA certified).

Its delicious palette of morning fragrances was developed in partnership with the world's leading flavor and fragrances company, Givaudan.



## A meaningful partnership

Lexibook, the European leader in licensed electronic entertainment products for children, has joined Sensorwake, the innovator of well-being fragrance device because of their expertise in innovating olfactory clocks. Together with Lexibook's know-how in manufacturing and licensing, this new partnership promises to be a win-win long-term solution for this promising market. Waking-up kids in a new and innovative way fits Lexibook vision to bring innovation into the kids' world says Aymeric Le Cottier, CEO of Lexibook.

Licenses are perfectly fit for this type of innovation, a wonderful news for kids to experience their favorite characters closely.

“Sensorwake's purpose is to bring well-being and happiness into your daily life through fragrances! We're happy to bring smile and magic to kids with this simple solution. It's rewarding.” says Guillaume Rolland, the 21-year-old CEO of the award winning startup Sensorwake.

He then adds, “After launching the world's first olfactory alarm clock last year, we received a lot of awards from the tech ecosystem: 2 CES Innovation Awards, Google Science Fair Awards, etc. We are very excited to partner with Lexibook to make this invention affordable for every child!”

These products will be available in most major retailers, specialized stores, major e-commerce sites and on [sensorwake.com](http://sensorwake.com) and [lexibook.com](http://lexibook.com) starting from November.

### About Lexibook:

Lexibook® is the European leader in licensed electronic entertainment products for children, owning over 42 registered trademarks such as Karaoke Micro Star®, Spy Move®, Move Cam®, Cyber Arcade®, Meteoclock®, Serenity®, Tablet Phone®, iParty®, Lightning Boom®, etc. This success is due to a strategic focus on strong international licenses, coupled with products with high value-added integrated electronics (audio and video, etc.). This strategy, combined with a policy of continuous innovation, has spurred the Group's international growth and has enabled it to develop a wide range of products under the Group's trademarks. Lexibook® is listed on Euronext (Alternext: 3359). With more than 25 million product items on the market, the company currently sells one product every ten seconds around the world! For more information, please visit: [www.lexibook.com](http://www.lexibook.com).

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### About Sensorwake:

Sensorwake designs and markets internationally innovative products aimed at improving the well-being of consumers on a daily basis thanks to perfumes.

Founded in 2015 from an original Idea of Guillaume Rolland, Sensorwake was since then recognized by Google as an innovation that could change the world and won for its innovative alarm-clock 2 CES awards.

The Sensorwake olfactory alarm-clock was launched in France a year ago and sold at 20.000 units

For more information, please visit: [www.sensorwake.com](http://www.sensorwake.com).

Images and Video: <https://drive.google.com/drive/folders/0BwEcBvyyDpINbTFKeEVMUkhSLWc?usp=sharing>

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Come and meet us at IFA: **SENSORWAKE: Hall 26a, Booth 157i**  
**LEXIBOOK: Hall 17, Booth 105**