



Rand McNally Launches Highlight™ – the Latest in Personal Item Tracking

Highlight helps to find it, keep it, and track it

SKOKIE, Ill., Feb. 14, 2017– For years, Rand McNally has helped travelers find their way on the road. Now the company will help everyone find and keep track of misplaced belongings. Today, Rand McNally announced the availability of Highlight™, a powerful and versatile Bluetooth® tracker that allows users to easily shine a digital spotlight on tagged personal items.

Highlight™ trackers are decorative disks, a little more than an inch in diameter, that adhere to valuables in a variety of ways. The small design makes it convenient to attach Highlight™ disks to important but easily misplaced items such as keys, wallets, laptops, and television remotes.

“We developed Highlight™ to help people stay organized and solve the everyday problem of misplacing items,” said Stephen Fletcher, CEO of Rand McNally. “Life is hectic and Highlight™ provides a helpful little reminder about your most valuable items when your mind is on other things.”

“It also provides great peace of mind when you travel,” Fletcher added.

How it works:

Personal items are “Highlighted” once they have the Highlight™ disks attached (either with the included adhesive pad or lanyard), the free Highlight™ app has been downloaded on an Android or iOS phone, and the disks and phone are connected. Once “Highlighted,” owners may locate their personal items through the app when they are within Bluetooth® range.

Highlight™ works the opposite way as well; pressing a button on the Highlight™ disk will trigger a user’s misplaced phone to emit a sound.

Users who travel frequently may organize multiple “Highlighted” objects within the app for on-the-go confirmation that all of their items are still with them and never left behind.

If the disk leaves Bluetooth® range, the app will notify the owner. Outside of range, the Highlight™ uses a community network to help locate misplaced belongings.

Unlike some Bluetooth® tracking solutions, Highlight™ has a long-lasting battery life, configurable light and sound options for finding lost items, and comes with all accessories included.*

Pricing for the Highlight™ starts at \$19.99 for a pack of two disks. Highlight™ is available online, at retailers, and at store.randmcnally.com. For more information please visit randmcnally.com/highlight.

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About Rand McNally – Rand McNally is transforming personal and business travel with its revolutionary connected vehicle technology and consumer electronics. Celebrating 161 years in 2017, Rand McNally's mission is to deliver innovative products and services that enrich life's journey in four key segments: Consumer Electronics, Consumer Travel, Commercial Transportation, and Education. Learn more at randmcnally.com

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