

*eMotion creates and offers devices that wirelessly connect those who are physically apart but emotionally together in a manner that is simple and safe.*

## BFF<3 Necklace

### The Product

The BFF<3 Necklace is a threefold offering for tween girls. It is:

- 1) A wireless communication device that uses customizable patterns of light and vibration to send secret coded messages
- 2) A customizable fashion accessory, with replaceable, personalized faceplates
- 3) A gateway to a secure online social network, where these girls only interact with known friends that have synced their necklaces face-to-face



- Profile
- Chat
- Customize messages



### Jessica & BFF

Jessica is an 11-year-old middle school student. She loves animals, the color pink and can usually be found hanging out at the mall with her four best friends. One day Jessica is sitting in the cafeteria eating her lunch when she feels a slight vibration from her BFF<3 Necklace. She looks down and notices the LED on the left is shining blue. This means the message is from her friend Sara. The light to the right is shining the pattern of blue-yellow-blue, which Jessica knows means "I miss you." She then hits the reply button so that her friend Sara knows Jessica misses her too.

# Customizable Fashion Accessory



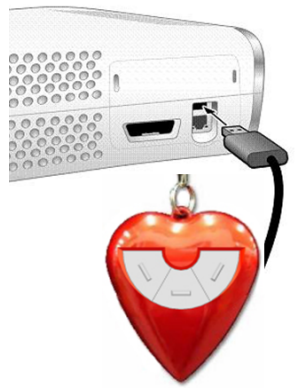
# Radio Communication Device



# Secure Gateway to [bfflessthan3.com](http://bfflessthan3.com)



## Link



## Sync



## Blink

