



## **GreatCall Introduces the Highest Standard in Medical Alerts with Lively Mobile Plus**

*Lively Mobile Plus keeps older adults safe and independent with a quick response time, enhanced GPS accuracy, LTE clarity, network reliability and exceptional Caring Center support*

**San Diego, April 16, 2019** – [GreatCall](#), Inc. a leader in connected health for active aging and a wholly owned subsidiary of Best Buy, introduces Lively Mobile Plus – a new medical alert device that keeps older adults safe and independent by providing the fastest agent response time, connecting customers to trained 5Star urgent response services with one touch of a button.

“GreatCall has been serving the aging population for more than a decade, continually evolving to better meet the needs of older adults and their family caregivers,” said David Inns, CEO, GreatCall. “In addition to providing the highest standard technology, we strive to deliver an exceptional customer experience through our Caring Centers. And, our partnership with Best Buy allows us to have an even greater impact on enriching lives for the aging population.”

With a press of the button, GreatCall customers are immediately connected to IAED-certified 5Star agents, who have access to the customer’s personal profile and offer personalized help based on the situation. These highly trained agents communicate with the user through the device, stay connected until the incident is resolved, and can dispatch emergency services if needed.

“We are proud to be a pioneer in the move to 4G LTE for medical alert devices. A key objective in developing the Lively Mobile Plus was creating industry-leading quality and reliability in a medical alert device. Our strategic collaboration with Qualcomm provided a platform to ensure we achieved that goal,” added John Chin, Vice President, Product Development, GreatCall.

The Lively Mobile Plus, like its predecessor, the Lively Mobile, has the fastest response time, as noted in published medical alert reviews<sup>1</sup>. Its enhanced GPS technology, provided by Snapdragon Wear™ 1100 Platform, enables reliable and accurate locating in emergency situations. The device is equipped with fall detection technology, connecting to an agent when a fall occurs. Features also include the loudest amplified speaker yet for clear two-way communication, improved battery life - up to 80 hours - and a waterproof design so it can be worn in the shower.

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<sup>1</sup> <https://www.pcmag.com/review/357606/greatcall-lively-mobile>

“Qualcomm Technologies, Inc. is helping to accelerate wearables growth in the health and wellness segment where there is a need for highly predictable, always connected experiences,” said Pankaj Kedia, senior director, product marketing, Qualcomm Atheros, Inc. “We are pleased to be working with the industry leading GreatCall to help drive the deployment of such experiences and that they chose to take advantage of the high performance, support for longer battery life, 4G LTE connectivity, and robust security features of the Snapdragon Wear 1100 platform for their exciting new product.”

**Features and services include:**

- Qualcomm® Snapdragon Wear™ 1100 Platform
- Connectivity using the nation’s largest, most reliable 4G LTE network
- Enhanced GPS accuracy and reliability using Qualcomm technology
- Easy-to-use single button operation
- 24/7 unlimited access to GreatCall’s 5Star urgent response agents
- Fall detection with the Ultimate Health & Safety plan
- GreatCall Link app for providing emergency alerts and subscriber location for family caregiver peace of mind
- Loud integrated speaker and microphone
- Easy drop-in charging cradle
- Improved battery life, up to 80 hours
- Waterproof rating of IPX7
- Large and bright LED indicators

**Availability and pricing:**

Lively Mobile Plus is available for \$49.99 and, as an introductory limited-time offer, service starts at \$19.99 a month. It is available for purchase online at [www.greatcall.com/alert](http://www.greatcall.com/alert) and in retail stores across the U.S. starting April 16, 2019.

**About GreatCall**

GreatCall is a leader in connected health for active aging. With health and safety solutions for older adults and their family caregivers, GreatCall’s innovative suite of easy-to-use mobile products and award-winning approach to customer care helps aging consumers live more independent lives. Products and services include, Jitterbug Flip, Jitterbug Smart2, Lively Mobile, Lively Wearable, Lively Home and health, safety and wellness services GreatCall Link and 5Star Urgent Response. GreatCall’s products and services are sold nationwide at leading retailers as well as direct to consumers at 1-800-296-4993 and online at [GreatCall.com](http://GreatCall.com). GreatCall, a wholly-owned subsidiary of Best Buy, is headquartered in San Diego, CA. To learn more, please visit [www.GreatCall.com](http://www.GreatCall.com). This news release and other corporate assets are available at [www.greatcall.com/newsroom](http://www.greatcall.com/newsroom) or follow our news on Twitter [@GreatCallinc](https://twitter.com/GreatCallinc) and on Facebook at [Facebook.com/greatcall](https://facebook.com/greatcall).

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