

For more information or for an interview with James Soames at NickWatch, please reach out to [nickwatch@4media-group.com](mailto:nickwatch@4media-group.com)

Please find the NickWatch fact sheet [here](#).

High-res images [here](#).

#### **About WatchinU**

WatchinU is an Israeli technology startup company that focuses on developing experiences, hardware and software solutions in the fields of wearable devices and IoT (the Internet of Things). The NickWatch is the company's first product, in its smart watch line. WatchinU was founded by two companies, Trackimo and Beta. Trackimo is a world leading company in the development of IoT solutions, specializing in devices and cloud platforms of SIM management and tracking technologies, as well as wearable accessories. Beta is an innovation incubator, and is backed by Paramount Global. It specialises in entertainment and tech.

#### **About Paramount Consumer Products**

Paramount Consumer Products oversees all licensing and merchandising for Paramount (Nasdaq: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, Paramount Consumer Products' portfolio includes a diverse slate of brands and content from BET, CBS (including CBS Television Studios and CBS Television Distribution), Comedy Central, MTV, Nickelodeon, Paramount Pictures and SHOWTIME®. With properties spanning animation, live-action, preschool, youth and adult, Paramount Consumer Products is committed to creating the highest quality product for some of the world's most beloved, iconic franchises. To view our range of consumer products and Paramount branded apparel, visit [ParamountShop.com](http://ParamountShop.com).