

Actualizaciones de 'Canary: The first smart home security device for everyone'

1 message

Canary: The first smart home security device for everyone via Indiegogo

<noreply@indiegogo.com>

Reply-To: noreply@indiegogo.com

To: enrique.dans@gmail.com

Sun, Jul 28, 2013 at 4:14 AM



¡Has recibido una actualización de campaña!

Hola enrique.dans@gmail.com,

Esta es una actualización del equipo de [Canary: The first smart home security device for everyone](#):

1 nuevo Anuncio:

Hello Canary Supporters,

What a week it has been! Thanks to you, Canary has been one of the most successful product launches on IndieGoGo ever.

As soon as we launched, you immediately began showing support and pre-ordering devices. We reached our goal in just a few hours! Interest in Canary continues to grow and we are now over 7X our initial goal. We've been featured in [Techcrunch](#), [Mashable](#), [FastCompany](#), [Fox Business](#), [Apartment Therapy](#), [Swiss Miss](#), [Gizmodo](#), [Engadget](#), and over 100 other mainstream sites. It's been an incredible launch — and this is only the beginning!

We have 30 days left in our campaign. As we continue raising funds, we have the following goals in mind:

1. **Hardware.** The more pre-orders we receive, the better the hardware can be. From the beginning, we made it a priority to include only top-of-the-line components in the device. Manufacturing at larger scales means we can afford to include even more high-quality components within it. *Stay tuned early next week for our hardware-related stretch goals!*

2. **More data = smarter alerts.** The larger the community, the more data being analyzed in our systems, the smarter our algorithms become. Smarter algorithms mean smarter and more accurate alerts

for everyone. By helping our user base grow, you're actually helping improve your own security system — how cool is that?!

3. **Social good.** We believe in communities and people that care about protecting not just themselves, but also those around them. More homes with smart security will lead to safer neighborhoods and fewer false alarms for police and fire departments to spend their time responding to (which will save everyone tax dollars). It might sound idealistic, but when you share the word about Canary we believe you're making your community and the world a little safer and a little smarter for everyone.

So, we're asking all of you to take the excitement you feel for this product and **share it** with your friends, your families, and your fans. We're in this together and we can't do it without each other.

Thank you again for making this week incredible!

– Adam, Chris, Jon and the whole team

PS: Here's a photo of part of our team Friday evening over the NYC skyline. (That's Adam, Jon, Chris & Michael.) It's been a long yet rewarding week for all of us!



Visita la campaña '[Canary: The first smart home security device for everyone](#)'.

Comenta o mira este anuncio [aquí](#).

Responde directamente al propietario de la campaña [aquí](#).

¡Ayuda a difundir la campaña!



Nota: Para dejar de recibir actualizaciones de Canary: The first smart home security device for everyone, inicia sesión en Indiegogo y haz clic en “dejar de seguir” a ‘Canary: The first smart home security device for everyone’ desde la pestaña [Campañas](#) .

También puedes cancelar tu suscripción en todos los emails de Indiegogo en la [configuración de tu cuenta](#).

Atentamente,
El equipo de Indiegogo

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