



KEEPKEY MEDIA KIT



BOILERPLATE/ABOUT

KeepKey is a hardware wallet designed to be the safest, simplest and most secure solution for storing cryptocurrency assets. Your private keys are managed and stored on your KeepKey, never leaving the device, securing your cryptocurrency from hackers and thieves at all times. KeepKey is a safe, simple and secure cold storage solution for your Bitcoin, Bitcoin Cash, Ethereum, Litecoin, Dash, Doge, Bitcoin Gold, and multiple ERC-20 tokens. See more at keepkey.com

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RELEVANT LINKS

- [KeepKey Overview](#)
- [KeepKey Blog](#)
- [Demo Videos](#)
- [KeepKey Twitter](#)
- [KeepKey Facebook](#)
- [KeepKey Reddit](#)
- [Authorized Resellers](#)

WELCOME TO KEEPKEY

Founded in 2014 in Seattle, Washington (USA), KeepKey is an established cold storage hardware wallet for cryptocurrency that never sacrifices security.

Designed to be the safe, simple and secure hardware wallet solution, all KeepKey users, from novice to expert, can easily send, receive and exchange via the ShapeShift API directly on the device.

In August 2017, KeepKey announced its acquisition by ShapeShift, a leading asset exchange. Since the acquisition, KeepKey has built an expansive 2018 roadmap filled with new and upgraded features and support for users.



KEEPKEY FEATURES AND FUNCTIONS

- **Simple Bank-Grade Security:** KeepKey is the most secure hardware wallet available. It makes best-practice cryptocurrency security so easy even your grandmother can protect her cryptocurrency wealth.
- **Backup and Recovery:** During initialization, you are given a one-time opportunity to write down your 12-word recovery sentence as a backup of your KeepKey. If your KeepKey is lost or stolen, you can safely recover your device and its assets without compromising the security of your private keys.
- **PIN Protected:** The PIN is a combination of up to nine numbers that you select after initializing your KeepKey. A PIN protects your device against unauthorized use in the event your KeepKey falls into the wrong hands. Even if your KeepKey is stolen, it cannot be accessed without the correct PIN. In addition, the number placement is re-scrambled at random each time you connect your device, so even a key-logger cannot decipher your PIN because the numbers are only shown on the device.
- **Virus and Malware Proof:** Because KeepKey does not have an operating system, the layers that viruses, malware, and keyloggers infect do not exist on the device. Using KeepKey gives you confidence that hackers can't get to your cryptocurrency.
- **Multi-Currency Support:** KeepKey not only supports Bitcoin but also Ethereum, Litecoin, Bitcoin Cash, Dogecoin, Dash, Bitcoin Gold, and multiple ERC-20 tokens. A full list can be found [here](#).
- **Works on PC, Mac, Linux, and Android:** KeepKey is a USB HID-class device, meaning, like a typical mouse or keyboard, drivers are not required. Plug in the provided premium USB cable and your device works immediately, giving you the highest level of cryptocurrency security.

View these tutorials for more information:

- [Initialize your KeepKey](#)
- [How to add an account](#)
- [To receive assets](#)
- [To send assets](#)
- [To ShapeShift assets](#)



BUYING AND PRICING

Devices should only be purchased directly from KeepKey, on Amazon or one of our authorized resellers. KeepKeys are sold for \$129 per device on the KeepKey website. Our worldwide reseller prices may vary, starting at \$129 per device.. View our list of authorized resellers here: <https://www.keepkey.com/resellers/>

Once purchased, KeepKey does not charge any additional fees. However, transaction fees and ShapeShift fees apply but go directly to miners.

WHAT MAKES KEEPKEY UNIQUE

- **KeepKey is safe, simple and secure by design.** The large and enhanced screen makes transactions safe and secure with bigger text and detailed information that is shown prior to signing any transaction. Further, KeepKey maintains the promise to users to be their own personal banker, without needing to put trust in anyone else.
- **KeepKey is the only hardware wallet with ShapeShift integration.** This integration allows users to effortlessly exchange over 20 unique cryptocurrency pairs.
- **KeepKey has 100% native support for all coins and tokens with one user interface.** KeepKey uses one application to access all accounts, creating a user-friendly experience. The interface upholds KeepKey's commitment to high-security standards with fully-viewable transactions displayed for every coin and token.

DESIGN AND SPECIFICATIONS

- **Materials:**
 - Anodized aluminum case
 - Polycarbonate front
- **Technical:**
 - USB HID
 - Micro-USB connector
 - 256 x 64 3.12" OLED screen
 - ARM® Cortex™ -M3
 - TRNG (hardware-based random number generator)
- **Dimensions:**
 - Height: 38.0 mm
 - Width: 93.5 mm
 - Depth: 12.2 mm
- **What comes in the box:**
 - KeepKey
 - Woven nylon USB cable
 - Blank recovery sentence backup card



PRESS REVIEWS

“The KeepKey Hardware Wallet is yet another simple and powerful cryptocurrency hardware wallet that is trusted to protect your bitcoins. The KeepKey works on basically any operating system, Windows, Mac, and Linux. It’s a USB HID-class device, which means it requires no driver to function properly with your operating system.”
-UTB

“KeepKey wallet is an aluminum built hardware device with a whole side set as a screen. It generally takes over the management of the generation of the private key, the storage of the private key, and signing of transactions... And one of the most unique features of this hardware wallet is that users can directly exchange crypto coin on the wallet using ShapeShift.” -CryptoRecorder

“It is unique in a way to transact. When a user is using or configuring it, that user has to approve each transaction. An essential characteristic of this wallet is that it can collaborate with any existing software wallets by managing and generating a private key. The KeepKey’s comes with a larger screen which gives it some extra security features that the Nano S and Trezor lack.” -GoodTime Nation

“One unique option Keepkey offers is its ability to connect with the Shapeshift exchange in a more secure fashion. KeepKey also stores private keys for multiple cryptocurrencies, and users can create custom firmware on the device as well.”
-Bitcoin News

“KeepKey comes with a screen that is larger than that in the Ledger Nano S. It came on the market in September 2015 with more security features than that in both, Trezor and Ledger. Apart from sporting a very intuitive platform, KeepKey also has a very sleek design.” -The Windows Club



CUSTOMER REVIEWS

"Really easy to use. Great place to store crypto. Highly recommend!" -Scott

"Incredibly easy. Awesomely safe. Disconnected when you are done." - David M. Raborn

"The most secure crypto wallet out there. I like that and the simple, easy to use interface." -N A F

"An amazing little device, KeepKey works seamlessly through it's Chrome extension and allows even a novice like me to easily buy, transfer and securely store Bitcoin and Ethereum. Because it is stored offline, my digital currencies are completely safe from hackers. The KeepKey device is like your own portable and fully encrypted bank vault. Even if you lose it (highly unlikely) or it is stolen, it is easy to restore all of your digital savings. This is a really good product." -Rich

"KeepKey was very easy to set up and use. I now use it to store my Bitcoin and Ethereum. ShapeShift is integrated into this device thus making converting cryptocurrencies effortless. Very cool! I love the elegant and beautiful design too." -Harry Concepcion

"The phrase 'be your own bank' is often used with Bitcoin. Indeed, its decentralized nature allows more freedom and less restrictions than that of a traditional bank. However, it also means having to properly secure your private key yourself. Storage solutions so far have been problematic. Desktop wallets are a target for hacking. Online wallets are fast and accessible but mean having someone else store your private keys for you. As these organizations become more regulated, they end up being no different than storing your funds at a bank. KeepKey provides a well-balanced solution for storing the private key. It is never revealed because it never leaves the device. Once set up, it is easy to use and very secure. I highly recommend this especially for long-term storage." - Dave

"Plugged it in. Upgraded the Firmware. Wrote down the 12-word sentence. Installed Google App. Transferred bitcoins from Coinbase account. Paid for a gift card to test sending. All flawless!! A great product and now I feel my bitcoins are secure." -William Campbell



QUOTES

Erik Voorhees | CEO

“Security is of critical importance when it comes to holding and trading digital assets. One of our priorities has always been to make the exchange experience as safe and easy for users as possible, and our pairing with KeepKey enables us to provide an unmatched customer experience.”

“With ShapeShift, users don’t need to leave funds at an exchange. With KeepKey, users don’t need to leave funds on any computer whatsoever. We see a future in which keys are kept on hardware, and non-custodial exchange occurs directly from the hardware.”

“Users can hold their coins on the hardware device and exchange them on demand within the wallet, without even visiting a website. When you pair the KeepKey hardware wallet with ShapeShift’s exchange, the experience is magical.”

Ken Hodler | Chief Engineer

“Throughout KeepKey’s history, security has been the primary focus. Security doesn't have to be ugly and hard to use, though. Every aspect, from the software to display, was built with simplicity and security in mind. KeepKey is the sleek and simple hardware wallet designed to meet the needs of all users, novice to expert.”

"KeepKey’s large display is not just aesthetically pleasing but also a security enhancement. The sizeable display allows the device to communicate, in full detail, every step of the process when sending, receiving, and exchanging assets leaving users in complete control of their funds.”

"KeepKey's recovery process is among the easiest and most secure to use. When demonstrating KeepKey’s simple functionality to a new user, there is always an 'aha!' moment. The security of using a mnemonic cipher is obvious to even the most novice users, with it, users can safely recover their KeepKey’s seed on any computer, even one at the public library, without compromising their private keys."



FAQs

View the full FAQs :

<https://www.keepkey.com/keepkey/faq/compatibility/>
<https://help.keepkey.com/>

Q: Is KeepKey open source?

A: Yes, KeepKey's firmware is 100% open source.

Q: Can I update the KeepKey firmware on the device?

A: Bitcoin is young technology that is rapidly changing. We designed KeepKey so that it can keep pace with those changes, without sacrificing security to accomplish this goal.

Q: How does KeepKey connect to my computer?

A: The KeepKey has a Micro-B USB connector, and it connects to your computer via the USB cable included with your KeepKey.

Q: Do I need special software in order to use my KeepKey?

A: KeepKey must be used in conjunction with supported computer clients. At this time, KeepKey works with our Chrome app, as well as Electrum and Mycelium for Androids.

Q: Where can I buy KeepKey?

A: You can purchase KeepKey from our website (www.keepkey.com) using any major credit card, PayPal, or bitcoin. You also have the option to buy from one of our authorized resellers (www.keepkey.com/resellers)

Q: Why does the KeepKey have such a large display?

A: The KeepKey requires a display, first and foremost, to show the user the transaction they are confirming to be signed. We designed KeepKey to have a large display because we felt it critical that transaction details be clear and legible.



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