



PRESS RELEASE

## Traditional taxi industry strikes back

*France's leading radio taxi operator launches concierge service with Bttn*

Helsinki, Finland & Paris, France – March 2, 2015 – Les Taxis Bleus, the leading taxi company in France with over 3000 vehicles in fleet, launches its Concierge service with Bttn.

Restaurants, hotels and boutiques frequented by large numbers of customers are repeatedly calling taxi companies to place ride orders. Deploying branded bttns to these locations, Les Taxis Bleus aims to offer a totally new level of service. Dubbed as Concierge, a simple push of a button sends a taxi order to that address, and then displays a green light at the bttn.

Traditional taxi operators have for few years been challenged by ride-sharing apps. Some of the traditional operators have also developed their own app-based services, as has Les Taxis Bleus. But personal apps are not the most convenient way for concierge-served customers.

*“With Concierge, we can gain more visibility at the point of sale, improve our customer satisfaction and customer lock-in”, says Yann Ricordel, CEO of Les Taxis Bleus.*



**Harri Rautio**, CEO of Bttn is delighted. *“This will disrupt the traditional way of calling up taxi orders through dispatch centers and offer traditional transportation service providers new revenue streams. We're thrilled to work with a market leader like Les Taxis Bleus.”*

### About Les Taxis Bleus

Les Taxis Bleus is the leader of radio taxi service in France operating a fleet of over 3000 vehicles, 13 million passengers per year, and 16M€ turnover. For more information, visit the company website at [taxis-bleus.com](http://taxis-bleus.com).

### About Bttn

Bttn Inc. is the creator of the bttn, the simplest internet user interface in the world. It brings the power of Internet-of-Everything to individuals, families, and businesses with its elegantly designed physical push button always connected to the internet. Bttn Inc. / The Button Corporation is privately funded and based in Helsinki, Finland and New York, U.S.

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