



Press Release

Out with the old and in with the Mu[®]

- **Award winning Folding Plug concept now a reality**
- **Universal smartphone Mu[®] USB Adapter launched**
- **Tablet-optimised Mu[®] USB Adapter to follow**
- **Mu[®] Power Cord set to launch later in 2012**
- **From just £25, visit www.themu.co.uk to purchase**

The Mu[®] has arrived and is available to purchase today. Made in Mind has also revealed plans for a full range of Mu[®] products for 2012.

The original Folding Plug concept was the brainchild of brilliant product designer and illustrator Min-Kyu Choi. Unveiled in 2009, the Folding Plug concept became a viral phenomenon winning the much coveted Design Museum, Design of the Year Award in 2010.

Choi said of the design concept, "I was frustrated by the dimensions of the traditional plug, and felt that the existing unit which dates back to 1947, was out of touch and incongruous with modern design. My idea was very simple - redesign the plug to bring it in line with the clean look and feel of today's technology; without compromising functionality."

Now Min-Kyu and his business partner Matthew Judkins are set to launch a full range of products in 2012 to cater for universal smartphones, tablets and laptops through their company, Made in Mind.

The Mu[®] USB Adapters are startlingly compact and hotly tipped as the next big thing to hit the world of functional design, folding flat for storage, reducing the overall plug size by over 70%.

The first product in the range, a USB adapter for universal smartphones, is available to purchase from today. The Mu[®] USB Adapter has a simple, white, minimalist aesthetic; a pleasing contrast to the bulk of the British plug, which is one of the largest three-pin units in the world.

A tablet-optimised Mu[®] USB Adapter and a Mu[®] Power Cord for laptops will be revealed later in 2012.



The first Mu[®] USB Adapter for universal smartphones, is available to purchase from www.themu.co.uk.

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Editors' Notes

In 2009, when Min-Kyu Choi found that his brand new laptop computer had been scratched by his plug in transit, he set out to find a solution to this commonly acknowledged problem.

"The UK plug was designed just after the Second World War, at a time when there were no portable electric products. It didn't matter back then that plugs were bulky and clumsy. I made a list of what could be changed and what couldn't. The second list was surprisingly short..." Min-Kyu Choi

Using the Folding Plug design concept as a starting point, Made in Mind applied commercial thinking to the solution, considering possible further applications and product scope, market and industry considerations, commercial manufacturing processes and certification.

Awards:

Winner: Overall Design of the Year –Design Museum, Design of the Year (2010)
Winner: Product Design of the Year – Design Museum, Design of the Year (2010)
Winner: Institute of Engineering Designers – Alex Moulton Award (2010)
Finalist: Wallpaper Design Awards (2010)
Winner: International Design Excellence Award (2009)
Runner-up: James Dyson Award (2009)

Our leading PVT™ technology has allowed the development of a three-pin electrical plug with a pivot which enables the live and neutral pins to rotate. The PVT™ technology allows a standard UK plug to be reduced by over 70% in size, whilst still being operational in the open and folded positions.

For more information, and imagery, contact:

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