



INTRODUCING THE MU :: YOUR HANDBAG'S NEW BEST FRIEND

Ever shoved a charger in your bag in a mad rush, later to find the pins of the plug have scratched your beloved iPhone or damaged your all-time favourite handbag? Or held back a squeal having stood upon the three pins of an upturned plug on a midnight trip to grab a glass of water? If you answered yes to either of the above, you'll be pleased to know that help is finally at hand.

Based on the award-winning folding plug design concept, the new Mu® USB Smartphone Adapter is a must-have for any smart girl with a smartphone. This little beauty features a patented swivel mechanism, meaning that the three pins of the plug are hidden.

Beautifully designed and fabulously compact, it folds to just 14mm - 70% smaller than the traditional plug. Best of all, it's compatible with all USB powered smartphones (from Blackberry to iPhone), saving you from having to carry multiple chargers around.

With a Mu® Folding USB Smartphone Adapter, never again will you be left to mourn scratched screens or scuffed handbags! This genius piece of design-candy really is your handbag's new best friend.



The Mu® Folding USB Adapter for universal smartphones is available to purchase from www.themu.co.uk, RRP £25.00.

For more information visit our Facebook page: <http://www.facebook.com/lluvmu>
For the latest from Mu, follow @mulovessu
Follow the company behind the Mu @MadeinMindUK
#iluvmu

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Notes to Editors

- In 2009, when up-and-coming product designer and illustrator 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 original folding plug concept was first unveiled in 2009. It became a viral phenomenon, winning Min-Kyu the much-coveted Design Museum Design of the Year Award in 2010.
- Three years on, Min-Kyu and his business partner Matthew Judkins are set to launch a full range of products to cater for universal smartphones, tablets and laptops through their company, Made in Mind.
- A tablet-optimised Mu® USB Adapter and a Mu® Power Cord for laptops will be revealed later in 2012.
- The Mu® USB Smartphone Adapter recently enjoyed a reception with HRH Queen Elizabeth II.

The Mu Folding Plug has won numerous design 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)

Min-Kyu and Matthew introduce the Mu at: <http://bit.ly/NqKKqg>

For information, imagery or videos, or to speak to Matthew Judkins, contact:

Abi Terry	abi@pr4.com	0203 142 6803
Natalie Worpole	natalie@pr4.com	0203 142 6802