



## The Mu Smartphone Charger :: Keeping Britain Charged

Whether we're checking the latest results, searching for train times or tweeting pics of the UK in celebratory mood, we'll be using our smartphones more than ever over the next few weeks. Whilst today's smartphones give us more access than ever to information and entertainment on-the-go, their batteries tend to let us down right when we need them - not what we need during the UK's busiest summer.

No one wants to carry a bulky charger around with them, and yet the alternative (being phoneless and, all too often, stranded) is much worse.

The Mu smartphone charger is a genius little piece of kit that makes it easier to stay connected. Based on the award-winning folding plug design concept, it's an amazingly compact universal phone charger that slips easily into your pocket or handbag.



Featuring a patented swivel mechanism, it folds to just 14mm (70% smaller than the traditional plug), with all the pins hidden. This not only makes the Mu charger fully portable, but it also avoids the dreaded scratching and damaging of screens and handbags.

Best of all, the charger works with all USB powered smartphones - meaning that you can share just one when travelling in a group. It's the smart way to keep your charge during the UK's biggest summer.

The Mu smartphone charger is available to purchase from [www.themu.co.uk](http://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

**#dontloseyourcharge**

**ENDS**



### 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>

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