



**Press Release: 30/11/2012**

## **THE MU COMES ALIVE AT THE GADGET SHOW : COME SEE AT STAND**

**NO : A3**

**The smartest, thinnest, most convenient smartphone  
charger ever designed is available NOW!**

After three years of dedicated product development the award winning Mu smartphone charger has changed the way we think about the WW2 era three pin plug. The Mu has broken the rules and has given the consumer the most convenient way to charge a wide range of smartphones.

Available for use with market leading phones from Samsung, Apple, LG, HTC and Motorola, The Mu is rapidly becoming being recognized as one of the UK's most recent product designs successes. As a result the demand for The Mu is increasing and early this year, the UK's leading mobile network operator, O2, designed a country wide distribution deal with Made in Mind, the company behind The Mu.

When not in use, The Mu folds down to a compact 14mm and thanks to its patented swivel mechanism the three pins of the plug are completely hidden, making The Mu 70 per cent smaller than a standard plug.

Oh and The Mu has won a few awards too.

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)

[www.themu.co.uk](http://www.themu.co.uk), RRP £25.00: Available online, in O2 stores, The British Design Museum and the Conran Shop.

**ENDS**



### Notes to Editor

Product: Mu, [www.themu.co.uk](http://www.themu.co.uk)

Organisation: Made in Mind, [www.madeinmind.co.uk](http://www.madeinmind.co.uk)

Availability: available now, from [www.themu.co.uk](http://www.themu.co.uk), O2 Shops across the country, British Design Museum and the Conran Shop

RRP: £25.00

Further information...

Product: High resolution product images, video content and expert comment available on request

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