



Press Release: 25/2/2013

THE MU IS TRAVELLING TO MOBILE WORLD CONGRESS 2013

The smartest, thinnest, most convenient smartphone charger ever designed is going global

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. Now from Q2 2013 specially designed, super-slim travel adaptors will allow the mu to be used all over Europe and the United States.

Available for use with market leading phones from Samsung, Apple, LG, HTC and Motorola, The Mu is rapidly becoming recognized as one of the UK's most recent product design successes and has recently made the final five at the **UKTI SmartUK Mobile Innovation awards. The winner is being announced on Tuesday 26th February at Congress.**

The demand for The Mu is increasing all the time and in 2012 the UK's leading mobile network operator, O2, signed 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.

Matthew Judkins, CEO of Made in Mind commented, "Mobile World Congress is the perfect place to demonstrate our new travel adaptors. Design, compatibility and portability are three of the most important aspects of the mobile technology marketplace and The Mu and its accessories fulfils each one completely"

"The Mu was designed from the outset to give users a portable and universal solution to smart phone charging, something that the mobile industry had failed to do. Now Made in Mind has redefined the marketplace again by producing travel adaptors that combines the Mu's unique design elements with compatibility and safety."

"Available from April 2013 the Mu travel accessories will give old and new users the opportunity to charge their smartphones wherever they go and reduce their packing by those vital few pounds," concluded Judkins.



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, 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

Organisation: Made in Mind, www.madeinmind.co.uk

Availability: available now, from 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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