



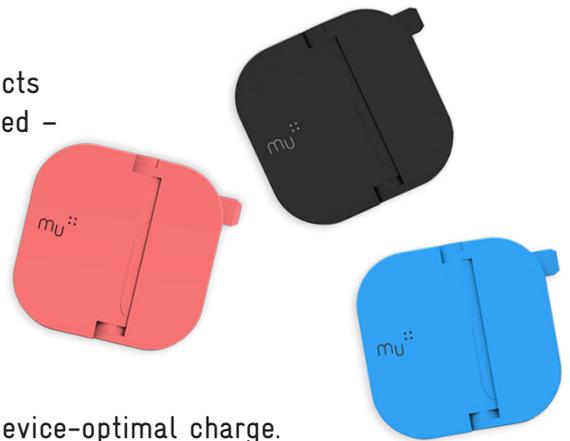
Introducing the new generation of Mu chargers.

The award-winning Mu charger is now available for use with multiple devices, tablet-optimized charging and in a lifestyle edit of colours.

The Mu Classic, the UK's award-winning charger incorporating an innovative folding-plug design launched in 2012 and was a roaring success, winning accolades across the board including the Brit Insurance Design of the Year Award (2010).

In response to the Mu's overwhelming popularity, Mu creators Made in Mind are thrilled to introduce a new range of Mu products incorporating their ground-breaking – and internationally patented – swivel-plug concept.

The next generation of Mu products include the **Mu Duo**, a dual device charger, the **Mu Tablet**, an enhanced-power tablet-optimized charger and the **Mu Classic** in a new range of colours. As well as the award-winning original folding design, all next generation Mu incorporate a new auto-detect system that recognizes the device being connected in order to deliver device-optimal charge.



Mu products are available for use with market leading phones from Samsung, Apple, HTC, LG and Xiaomi. 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 hidden, making The Mu 70 per cent smaller than a standard plug.



MADE IN MIND AND SHIFT COMBINE TO TAKE THE MU GLOBAL in 2015

Demand for the Mu and the next generation range is set to be high, globally – as a result Made In Mind is thrilled to announce a new partnership with Shift Electronics, for the distribution of new launches in the Middle East in 2015.

Based in Dubai, Shift operates facilities in the UAE, Lebanon, Kuwait, Kingdom of Saudi Arabia and South Africa and services countries from the entire MEA region. Already working with major players in the consumer electronics industry including Jawbone, Tech21, Olloclip and TYLT, Shift are an up-and-coming force in electronics distribution.

“Shift represent a large number of fantastic brands in their region,” says Matthew Judkins, Founder and CEO of Made in Mind. “We are delighted to have Mu represented alongside them and for the next generation of our design-innovative products to be looked after by Mazen and the team.”

“The Mu range has generated a huge amount of interest in the Middle East region,” says Mazen Khanafer, Founder and MD at Shift. “We are very excited about the new products coming out of the company and we fully expect the Mu range of chargers to be a front-running product in our distributing region in 2015.”

The next generation of Mu is only the start – an even larger range of innovative, internationally relevant, design-led products will be unveiled at the Consumer Electronics Show in January 2015. Watch this space!

ENDS

Notes to Editor

Products: Mu; www.themu.co.uk

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

Availability: available now, from www.themu.co.uk, Amazon, British Design Museum and the Conran Shop

RRP : Mu Duo £22, Mu Tablet £20, Mu Classic £15

The Mu has won a few awards too.

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)

For more information, please do not hesitate to get in touch.

For press queries and images contact Olivia on the Mu PR Hotline on 07803875919.

For up-to-date Mu news and chat, follow us @muluvsu or check out our Facebook at facebook.com/iluvmu.

Mu	Output	USB Ports	Auto-detect	Smartphones	Small USB Devices	Tablets (slower charge time or top-up)	Tablets (optimum charge time)
Classic <small>white, black, pink & blue</small>	1 Amp	1	✓	✓	✓	✓	✗
Tablet <small>white & black</small>	2.4 Amp	1	✓	✓	✓	✗	✓
Duo <small>white & black</small>	2 x 1.2 Amp (2.4 Amp total)	2	✓	✓	✓	✓	✗