



## FOR IMMEDIATE RELEASE

Introducing: **nimblstand- Content Creation in the Post-PC World**

Description: **nimblstand – tablet without compromise**

nimblstand is a lightweight iPad stand & easel designed to optimize content-creation with an Apple Wireless Keyboard and Wacom's Bamboo stylus in a unique Gravity Nesting™ design that delivers the promise of untethered work or play without compromises or contraptions.

Framingham MA, Kailua HI, Metuchen NJ, - September 1, 2013– We believe your iPad deserves to work and play seamlessly with best-in-class products wherever and however you want. We designed nimblstand to enhance the use of your tablet with an Apple Wireless Keyboard and a Wacom Bamboo Stylus while also respecting the benefits of its mobility. Tablet users can finally have a minimal, lightweight and ergonomic solution with two opposing cradles: One for typing, the other for annotation or hands-free browsing.

nimblstand was created by Gustavo Fontana , a world-class industrial designer with experience designing over 200 product for 50+ companies, including many award-winning and iconic objects. Partnering with design researcher Matt Esecson they developed this 'Made in U.S.A' product that is the result of 2 1/2 years of work, over 300 virtual 3D models and 64 physical prototype iterations. Frustrated by the compromises with the iPad on-screen keyboard and the undersized keys of iPad keyboard-cases, he decided to incorporate his favorite keyboard, best stylus (with a storage slot so it's always ready, never lost) and a browsing-mode stand.

As a true BYOD companion, nimblstand makes your tablet and smartphone feel right at home on your desk. Your Tablet and your phone can both gravity nest into nimblstand and presenting all your mobile feeds at a glance and with a keyboard ready for swift action in case you need to do a quick reply, or grab your stylus to sign a document.

nimblstand is global: by supporting the Apple Wireless Keyboard in its more than 20 language versions.

nimblstand is universal: by working with any tablets (even with smart covers) or smartphones, portrait or landscape mode.

nimblstand is ubiquitous: unlike other keyboard accessories for tablets that work only on a desktop, nimblstand works also on your lap, or any other uneven surface.

for further information call or email- contact:

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