



## Introducing Mu<sup>®</sup>: The Award-Winning Accessory to Great Design

- Ingenious folding USB Adapter for tablets, smart phones and digital cameras
- From just £25, visit [www.themu.co.uk](http://www.themu.co.uk) to purchase

With so many gadgets on the market, the world of consumer technology is continuously pushing the boundaries of design and innovation. Despite the smart engineering and streamlined look of today's technology, one thing remains clunky, inconvenient and ugly – the power adapter.

An adept solution, the Mu<sup>®</sup> USB Adapter has a simple, white, minimalist aesthetic; a playful rebuff to the bulk of the British plug, which is one of the largest three-pin units in the world.

The original Folding Plug concept was the brainchild of brilliant product designer and illustrator Min-Kyu Choi.

Choi said of the project, "I was frustrated by the dimensions of the traditional plug, and felt that the existing unit which dates back to 1947, was out of touch and incongruous with modern design. My idea was very simple – redesign the plug to bring it in line with the clean look and feel of today's technology; without compromising functionality."

Unveiled in 2009, the Folding Plug concept became a viral phenomenon winning the much coveted Brit Insurance Design of the Year Award in 2010.

Around the same time, Min-Kyu met and joined forces with Matthew Judkins, a business creative, to form a new company. Made in Mind was conceived to commercialise the concept and champion other pioneering designs.

The result, the Mu<sup>®</sup> USB Adapter, is startlingly compact and has been hotly tipped as the next big thing to hit the world of functional design. The Mu<sup>®</sup> – perfect for charging USB-powered devices such as tablets, smart phones and digital cameras – folds flat for storage, reducing the overall plug size by over 70%.

But what is really remarkable about the concept that Made in Mind brought to life is that it takes a staple of day-to-day life, something ubiquitous yet inane and places the focus on user experience. The elegance and beauty of his adapter is evidence of its design-led evolution from beginning to end. The Mu<sup>®</sup> USB Adapter is the ideal substitute for the large and unwieldy adapter, better suited to the world of commuter and business travel than its antiquated predecessor.

## Editors' Notes

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In 2009, when 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 UK plug was designed just after the Second World War, at a time when there were no portable electric products. It didn't matter back then that plugs were bulky and clumsy. I made a list of what could be changed and what couldn't. The second list was surprisingly short..." Min-Kyu Choi

Using the Folding Plug design concept as a starting point, Made in Mind applied commercial thinking to the solution, considering possible further applications and product scope, market and industry considerations, commercial manufacturing processes and certification.

## Awards:

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Winner: Overall Design of the Year – Brit Insurance design of the Year (2010)

Winner: Product Design of the Year – Brit Insurance 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)

Our leading PVT™ technology has allowed the development of a three-pin electrical plug with a pivot which enables the live and neutral pins to rotate. The PVT™ technology allows a standard UK plug to be reduced by over 70% in size, whilst still being operational in the open and folded positions.

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**For more information, and imagery, contact:**

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