



The first Interior Bluetooth speaker

What does it take to be the first interior Bluetooth speaker? Customizable, adaptable, statement piece, non obtrusive, functional, art; have all been used to describe Muemma's new speaker, designed to fit in with your life.

Functionality meets design. Design Company Muemma takes the mundane tech products and reinvents it for the home & living. Modern technology can have a cold feel but by infusing it with a twist of nostalgia and some traditional style, Muemma makes the high-tech beautiful, comfortable and functional. Based out of Munich, the studio reinvents accessories for the home and beyond for a new age.

The Design

Delight is in the details of good design. Every design for Muemma focuses on 4 crucial principles. Minimal approach, Create emotional connection, Attention to details, and Innovate with materials. With these fundamentals, Muemma reinvents their surroundings and the way people interact with products on a daily basis. Their works of art focuses on finding the harmony between the current technological age and the traditional home & living style. Making tech products comfortable and aesthetically pleasing.

The ARiNA speaker was conceived by the lack of design, functionality and longevity of current Bluetooth speakers in the market. Muemma wanted to create a product that looked amazing on display, was useful around the clock, sounded fantastic, and affordable.

The Look

The authentic bowl design allows the ARiNA to be used in your home as a charging dish for your devices. It can also double as a holder for key, coins, watches and any other trinkets lying around the home. The spring-loaded hanger makes it easy to wall mount and out of the way. With its internal battery, it is portable and keeps your look minimal and clean without ugly cables hanging from the wall. The ARiNA

currently has 5 covers with more designs in development. With a quick twist, the cover can be changed from a selection of fabrics, colors and finishes for a convenient makeover in any room or occasion. Coming soon, our outdoor cover gets you ready and protected for the poolside or park. (Q4 2016)

The Sound

For a clean and pure 360° sound, ARiNA was engineered with the speakers statically placed and angled to allow full-range sound no matter where you stand in the room. The intent is to recreate sound in the way the artist intended. Much like the walls in an arena, the inner cover wall deflects the sound waves and disperses the music in every direction throughout the room, bouncing off of the table, walls, and ceiling, filling the space.

The Package

ARiNA is equipped with Bluetooth 4.0 for better and further distance connection and battery conservation. The speaker works seamlessly with iPhone, iPad, Android and Mac/PC computers. You can easily stream music from Spotify, Pandora, or Soundcloud and connect with any video players. With a built in microphone, the ARiNA is perfect for hands-free conference calling as well as works with Siri or Iris. Powered by a 2500mAh battery and internal cable for charging your devices, the speaker provides over 10 hours of playtime on one charge. To charge, simply use the international USB-Type A to USB-Mini connector to power up.

Specs

Bluetooth - *quality 4.0 connection*

Power Station - *Internal cable to charge your devices*

Pure - *360° Full-range sound*

Easy - *1 button setup and auto connect*

Portable - *Battery for over 10 hours playback*

Customizable - *Interchangeable fabric covers*

Hidden - *Keyhole for easy wall mounting*

Concealed - *66cm USB-Type A to USB-Mini and 3 meter fabric cable*

Pricing

As of April 2016, the ARiNA comes in 6 finishes, Gainsboro, Charcoal, Petrol, Marsala, Pink, and Black. It is sold at selected retailers for €129/£99/\$139

Extra standard covers are sold separately for €19/£14/\$19

For More Info

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About Muemma

VISION: Making Lifestyle products smart & technology fashionable.

Muemma [moo-ma] started as collaboration among friends in the home & living industry. Adin, with his whimsical design style and eye for innovation and Sebastian's entrepreneurial spirit and ability to foresee trending patterns, the two quickly collaborated as they grew the private collection of Westwing Germany, the largest shopping club for home and living.

Though Westwing's 15 million members were predominantly women, most electronics they offered were cold and masculine. It wasn't before long, Adin realized a lack of functional, stylish electronics fit for the home & living market and set off with the support of his colleagues to create a brand that would reimagine the technological landscape.

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Press Material

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