The Award Winning Mu™ Folding Charger Goes Global at CES 2016

Thursday 7 January, 2016

After much anticipation the world's thinnest USB charger has gone global as the international **Mu System** has been released to extend the reach of the product to cover over 200 countries. This move follows the successful completion of the UK Mu Folding Charger range in early 2015.

Designed by Made in Mind, the new **Mu System** with its 14mm svelte profile is the world's thinnest international USB charger. The system consists of two parts: firstly there is a powerful 2.4Amp USB charger component with auto-detect functionality; secondly (and this is the really clever bit) the **Mu System** has a series of swappable plug attachments that plug into the charger component that are suitable for a range of socket types worldwide.

The plug heads available include a folding UK head (The Brit), a bi-directional European style head (The European), a US style plug head with fold away pins (The American) and a slim-line Australian style head (The Aussie).

Matthew Judkins the co-founder and CEO of Made in Mind commented, “The Mu System represents the pinnacle of design excellence for a global smartphone charger; smaller, lighter and more flexible than any other charger on the marketplace, the product showcases Made in Mind's unique design abilities to meet the needs of a discerning international audience.”

“With such a compact product set, we are particularly excited with the interest that is being shown by a number of OEM vendors; these companies are keen to standardise mobile charger production on a global basis, removing geographical packaging anomalies and substantially reducing the logistic CO2 footprint. The launch of the **Mu System** is significant step forward for Made in Mind and the mobile industry as a whole.” Concluded Judkins.

After the initial design was completed, an Indiegogo campaign in early 2015 drove the development of The Mu System with the first products shipping in December 2015. The campaign funded within 1 hour of launch and completed with over 3,000 backers making the campaign one of the most successful in UK history. The original campaign for the Mu System can be viewed here **:** http://igg.me/at/musystem

Having previously won a number of prestigious awards for the Mu, including the Design of the Year Award, Made in Mind have once again proven that innovation can continue to be applied to the simplest of objects.

It is expected that following CES the extended range will immediately start to become available in retail channels throughout the world.

Made in Mind will be showcasing the full Mu range throughout the CES show at:

CES Eureka Park – Sands, Hall G, Booth 81053

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Editors' Notes

Awards:

Winner: Mobile Entertainment Top 50 Innovators (2013)

Finalist: UKTI – Most Innovative Mobile Company in the UK (2013)

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)

Media:

Related Sectors:

Computing & Telecoms ::

Related Keywords:

The Mu :: Smartphone :: Charger :: Iphone :: CES :: 2016 ::

Scan Me:

Winner: International Design Excellence Award (2009)

Runner-up: James Dyson award (2009)

Conran Foundation award 2009

Platform technology: p:v:t™

Our leading p:v:t® technology has allowed the development of a three-pin electrical plug with a pivot which enables the live and neutral pins to rotate. The p:v:t® 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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