



Punkt.

Everything you need and nothing you don't.

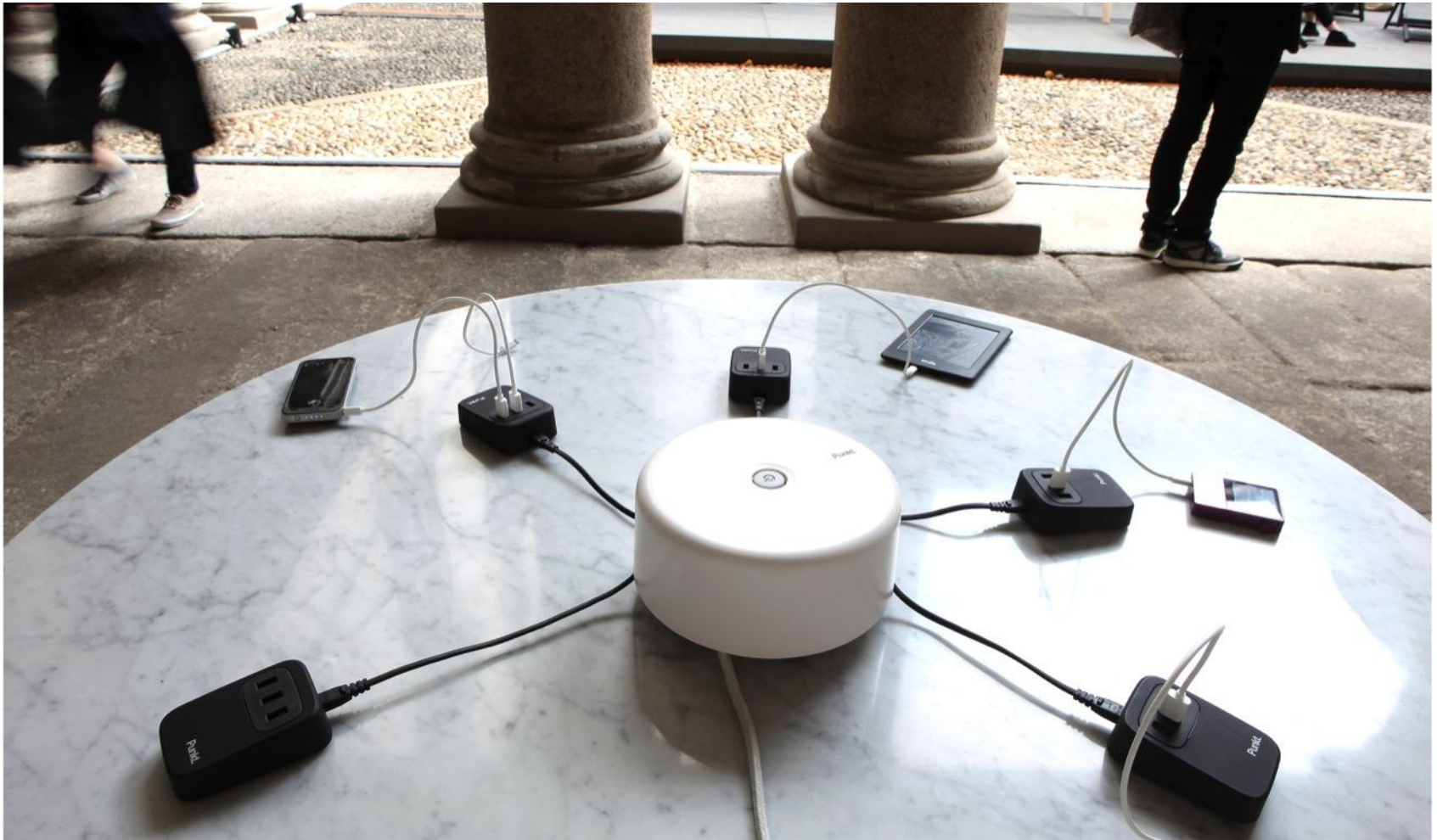
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Punkt. is a Swiss company that creates consumer electronics beautifully designed to make modern life easier.

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We love technology but believe it is time for a more considered approach towards it. The tendency to add 'more and more' to our tech has placed an increasing burden on us.

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We believe technology is a powerful tool, but one that should not over-promise or dominate. Our mantra is 'Technology. Tamed.'

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The reality is we are increasingly looking downwards and missing the opportunity to look up for conversation and creativity. We rarely have people's full attention.

Punkt. is a reaction towards this emerging trend.

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The Punkt. MP 01



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We believe it is time to disconnect and rediscover the simple things in life.

Punkt.'s 5th product is the MP 01 Mobile Phone: a simple mobile phone that supports basic calling and text messaging.

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Background: Tech Addiction



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- On average people check their smartphones 150 times a day.
- Since 2010 daily total media consumption has risen from 8 hours to more than 11 hours.
- We now consume media for more hours than we sleep.

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Context: Digital Detox



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Consumer trend research shows:

- People are searching for ways to 'unplug' and de-stress.
- Increase in services, products and projects that encourage more face-to-face interaction, personal reflection and contemplation.
- Consumers are struggling to find a balance between the digital and physical world.

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Who is the MP 01 for?

- Those overwhelmed by advanced technologies.
- People who need more talk time (longer battery life).
- People looking for quality audio and appreciate good conversations.
- The design-conscious.
- People who need a reliable secondary device for their personal life.
- People concerned about privacy.
- People looking for more free time.
- Those suffering from feature fatigue (insomnia, anxiety, distraction etc).



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What makes the MP 01 special?



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- The MP 01 is a next generation phone with limited distractions.
- It doesn't come with an overload of functions, notifications, options and updates.
- It doesn't intrude on its owner's life.
- It is outstandingly designed.

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Features:



- Intuitive UX/UI
- Text messaging
- Calendar
- Bluetooth
- Alarm Clock
- Bespoke ringtones

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TECHNICAL SPECIFICATIONS

SIZE: 116.5 x 53 x 14.5 MM

WEIGHT: 88 GRAMS

UI/UX BY PUNKT.

FUNCTIONS: CALLS, SMS, MONTH VIEW
CALENDAR, ALARM CLOCK, BLUETOOTH

NETWORK MODULE: QUAD-BAND GSM

FULL-COLOUR
2.0 INCH
HIGH RESOLUTION
LCD DISPLAY

GORILLA GLASS 3
ANTI-REFLECTION
& ANTI-FINGERPRINT
COATING

MICRO USB FOR
PHONEBOOK SYNC,
CHARGING AND HEADSET

HIGH QUALITY
AUDIO WITH NOISE
CANCELLATION

1000 MAH BATTERY;
290 MINS TALK TIME,
4 WKS STANDBY

EXTERNAL
SIM TRAY



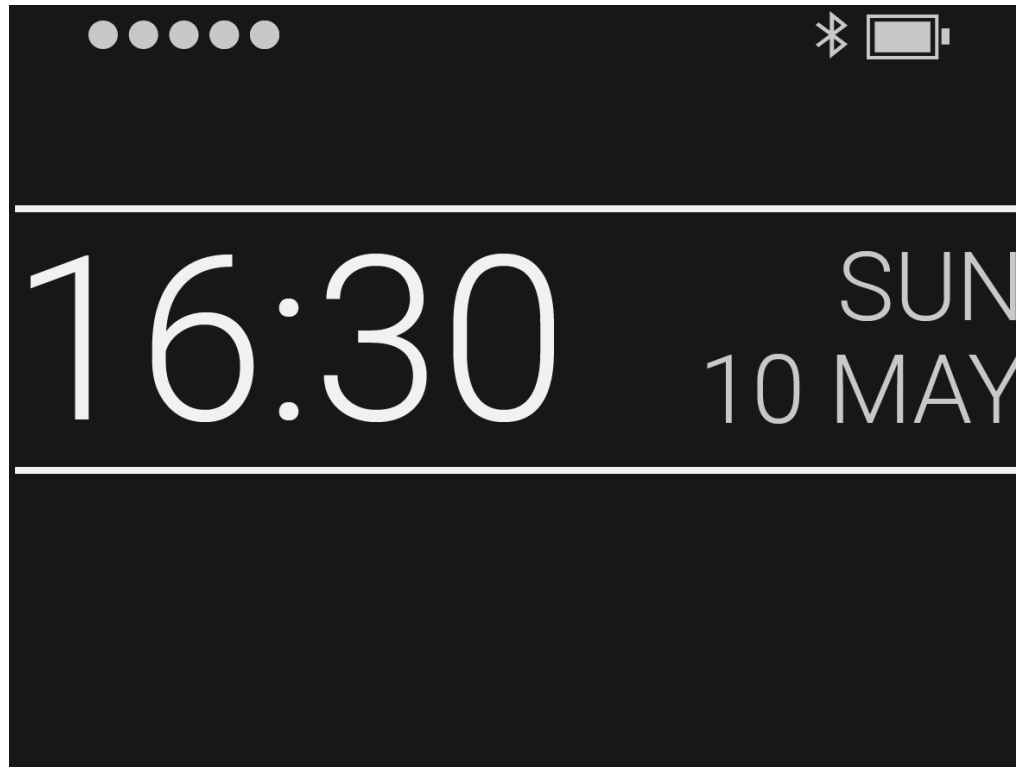
Tech Specs:

- Gorilla Glass 3 Anti-reflection & Anti-fingerprint coating.
- Micro USB for phonebook sync, charging and headset.
- Full-Colour 2.0 inch High Resolution LCD display.
- 1000 MAH Battery; 290mins talk time/ 4wks standby.
- Bespoke UI/UX.

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Minimal, Monochromatic User Interface:



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The MP 01 has an elegant monochromatic UI designed to focus on what matters.

Unwanted apps icons, animations and colours have been stripped back to lessen distractions.

The UI of MP 01 is simple and intuitive. It doesn't get in the way.

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Simple Navigation:

Up.
Down.
Select.
Quick to learn.
Easy to use.



“Smart” Hard Keys:



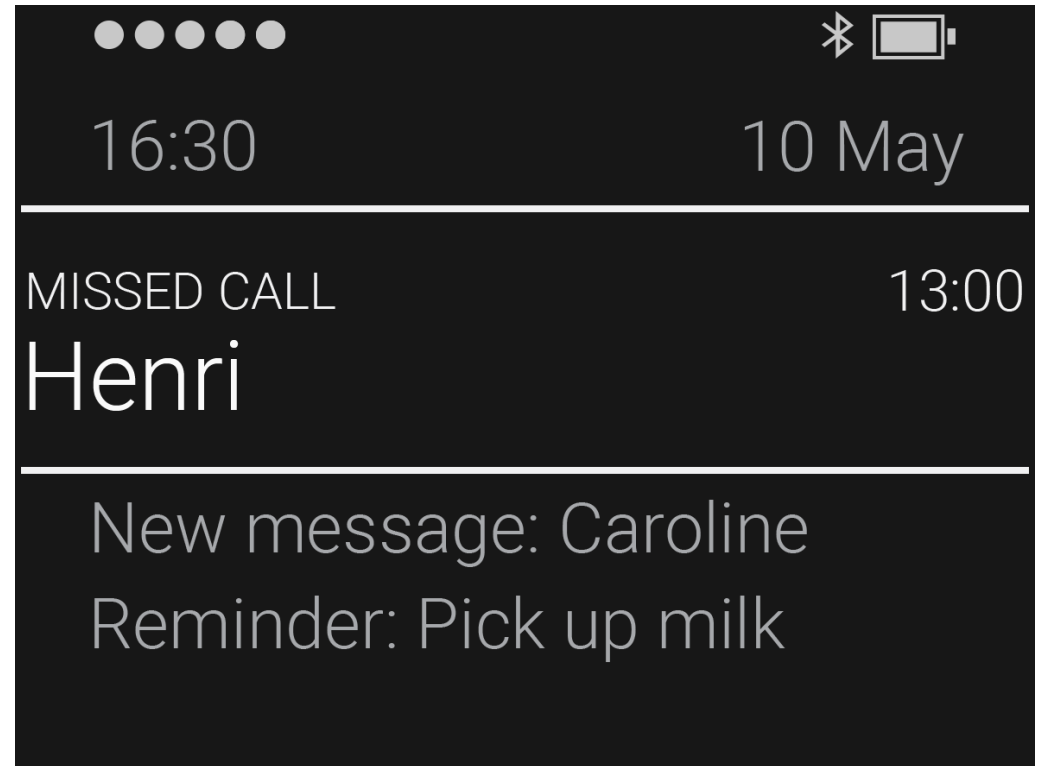
The MP 01 comes with clever short-cuts to functions for streamlined interaction on the go:

- Send a message to a missed call or reply to an incoming message by simply pressing the ‘Message Key’.
- Press the ‘Contact Key’ to save a new number in contacts.

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Notification Center:

The MP 01 has a useful Notification Centre which enables users to get alerts and missed calls directly from the Home Screen.



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When will the MP 01 be available?



The launch of the MP 01 will be September 2015 at the London Design Festival.

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How much does the MP 01 retail for?



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£229 | \$295 | €295 | CHF329

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Where can we buy an MP 01?

- We have selected a network of exceptional retailers who appreciate the timeless value of outstanding design. Example UK stockist: [twentytwentyone](https://www.twentytwentyone.com)
- Direct from Punkt.'s online store: [punkt.ch](https://www.punkt.ch)



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Thank you!
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