

# THE MU SYSTEM HAS ANOTHER REWARDING EXPERIENCE AT MOBILE WORLD CONGRESS AT 2016

Submitted by: Dais Comms  
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Fresh from its success at CES 2016, the world's thinnest USB mobile device charger, the international Mu System has won another award, this time at Mobile World Congress 2016 in Barcelona.

The Mu System has been awarded a "Top Tech of Mobile World Congress 2016" award from global leading consumer technology publisher Digital Trends.

The Mu has previously won awards including the Design of the Year Award from the London Design Museum, the James Dyson award and the International Design Excellence award.

Matthew Judkins the co-founder and CEO of Made in Mind commented, "We have always aspired to make the Mu System the pinnacle of design excellence for a global mobile device charger so winning this award is a fantastic endorsement of the team's efforts. There are over 2,200 exhibitors at Mobile World Congress 2016 and the fact we have been picked is extremely rewarding. Thank you Digital Trends; we will be heading home inspired to keep the Mu System the smallest, lightest and most flexible charger on the marketplace!"

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).

Founded in 2016, Digital Trends is a leading consumer technology publisher that aims to demystify technology, helping people navigate an increasingly digital world. Digital Trends' easy-to-understand product reviews, entertaining news and videos serve more than 24 million unique visitors each month and four million mobile users

Ends

Editors' Notes

The Mu System animation is viewable at: <https://vimeo.com/117920262>

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)  
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.

Review samples available on request

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