

**NU[®]
Ans**



NEO

Windows 10 Mobile

PRELIMINARY

By the official release for PRELIMINARY Windows 10 Mobile, it might change some features.

Nuance & New Answers

New Answer with NuAns NEO

With a single swipe of our fingers, we can tap into information from all over the world. Knowledge is now at the tip of our fingers.

The birth of the Apple iPhone created a whole new lifestyle that eventually became integrated into many people's lives. iPhone introduced us to the "smartphone" genre; eventually playing a major role in the way we socialize with each other. Smartphones are the source of connection between people and society.

Smartphones have become a huge part of our daily lives, yet, we find ourselves looking at our existing smartphones as primitive. Chasing the newer, faster, better, technology is what keeps us whole. That must be one reason smartphones have been making life better. However, we started to wonder if there was another way to make the smartphone experience better.



REINVENTING THE STYLE

We wanted to change the appearance

Bags, watches, stationeries, and wallets are all accessories that we use everyday. We could even add smartphones to items that are required to function daily. We needed to create a smartphone that could blend seamlessly into our daily lifestyles. We wanted to create a smartphone that enhanced our working and private times. Creating a device with texture that fits into our palms like a wallet or notebook is just one concept. When we get back to the original concept of NuAns, we can see a clear way on how we can alter smartphones for the better.

Most of the manufacturing companies are pursuing the world top thinness, lightness and functions. However, they are not the only answer when you create the better smartphones. NuAns NEO has our feelings woven deeply in its core, creating a proposal to a new digital lifestyle.

The desired change in a work style

Among the various lifestyle changes that the smartphone has influenced, the workplace lifestyle has been particularly interesting. Smartphones have brought revolutionary changes to our work, study, and creativities lifestyles. Yet creativity seems to be lacking in both smartphones and the personal computer.

In trying to provide a new answer, Windows 10 offers an innovative new approach to the workplace making it the perfect choice when choosing the basic software for NEO. Windows 10 is the only platform that unifies your personal computer, tablet, and smartphone to one interface. No matter what device you use, you can easily edit, publish, and share information through OneDrive and Microsoft Office. To enable a more creative workspace, NEO comes equipped with the latest octa-core processor "SnapDragon 617".



FOR YOUR COMFORT

Taking advantage of not being the “thinnest” design

However, if the phone gets as thin as possible, does it make it easier to comfortably use each function? We wanted to make a phone with advanced technology that was comfortable in a user's hand while still providing convenient functionality. NuAns NEO became an industrial designed phone being comfortable to handle, visually stunning, and functionally sound. In lieu of seeking out the thinnest possible device, we substituted it with installing the latest technological advancements.

To increase battery life

The convenient digital device does not play a role if its battery is running out. Even the product is very thin and light, we cannot say that it is useful if we have to bring mobile battery. NEO is equipped with a 3,350 mAh, high-capacity, battery with power saving technology. Windows 10 mobile is efficient with battery life letting users use their phone for two days before having to recharge. NEO's battery is about 1.5 to 1.8 times bigger than that of normal smartphones; giving the NEO life for about 2 days. NEO is equipped with Qualcomm's Quick Charge 2.0, which increases the voltage for a quicker charge; charging about 80% in about an hour.

Adapting the latest technology as a common tool

The easy-pay method using a smart card such as Suica, PASMO, and Nanaco has had a bigger influence in recent years around the world. We also didn't forget the importance of having a space for an IC card or commuter pass for those who do not use their smartphone for payments. To incorporate the traditional ways, we designed a spot to store one card under the interchangeable panels. An NEC antenna is located on the card slot to keep record of activity.



CUSTOMIZE IT

The "CORE Concept" behind the various utilities and personalization

We added various accessories to the smartphone to allow users to get creative depending on what they plan on using it for. We came up with the concept of "CORE", which separates the inner components from the outer components when designing the phone. Many companies compete by trying to make their phones the thinnest, lightest, and prettiest. However, most users cover their phone with a case. Many encase their phone in a case and wallet combo, leaving it bulkier than the original design. NuAns NEO primary goal is to organize the relationship of the smart phones and its accessories, ultimately making it one complete design.

The CORE concept is having the hardware serve as the aggregate functionality of the smartphone, leaving the exterior free for users to express themselves. The primary function of NEO is to consolidate the body portion of the phone that is named the "All NEO CORE ". In addition, we've prepared the exterior to meet two different needs.



CORE



REAL SIZE

NEO only for you

CORE, which becomes the center of NEO was designed on the concept that it can be integrated with exterior of the phone. Just like changing into clothes everyday, you can change the exterior depending on the application of the phone and style you desire. The exteriors are two separate panels that are artfully designed using different textures; seamlessly unifying the exterior to the body of the phone.

**CREATE
YOUR STYLE**

neo.nuans.jp





TWOTONE

🇯🇵 Made in Japan



TWO Tones, interchangeable depending on your style

The simple panel design, TWOTONE, provides a variety of colors and material allowing users to interchange each panel freely. By being able to rearrange each panel freely, you can create your own TWOTONE variation.



FLIP



FLIP, hide the presence of device

Some people want to be able to card multiple cards with their phone, so they purchase a flip case with card slots on the sleeve. Therefore, we designed a case that has two extra card slots with a larger storage pocket in addition to the IC card slot under the back panel.

HEIGHTEN YOUR SENSES

Material and Production Techniques in the Search for 'Real Texture'

We wanted our main focus to be on the appearance and texture of the device; no matter what the device was. In addition to the daily functions of the device, we find ourselves simply holding it more often than not. For that reason we decided that NuAns and NEO were going to bring aesthetics and texture to life. However, that does not mean we simply stick to natural materials.

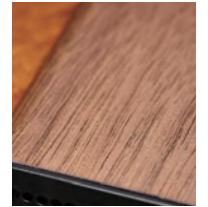
We found that the felt, also used in mobile batteries as a flame-retardant barrier, had a comfortable natural appearance and texture. We decided to apply the same felt material used in the NuAns series to the NEO. We tested many materials for NEO, such as wood, felt, stone, leather, and cloth. We narrowed the choices to our top three favorites.



Tennâge®

We thought it was necessary for wood to be one of the main materials used when we noticed the harmony between NEO and wood. However, natural wood is not the easiest material to work with when making it one of the standard plates for the outer surface. Complications with weight, heat, and malleability brought by natural wood. Is there any other materials that can provide texture and still keep the device functionally sound? We found a Japanese material called Tennage®. This ensures that the material is of higher quality and is more durable than using just natural wood. Two color tones are available, Buna and Walnut, to blend in with any furniture around you.

Tennâge®



Clarino®

For the TWOTONE match up, we wanted to find another material that would be able to blend well with the natural wood. Clarino® was developed as an artificial leather for shoes in the 1960s. Its quality, function, and texture have greatly improved due to customer demands. By using Clarino®, we can offer a texture that is scratch and water resistant. We chose to stick with the four standard NuAns colors that fit the natural world around us: black, white, khaki, and saffron.

Clarino is registered trademark of KURARAY Co. Ltd.

Clarino



Ultrasuede®

We chose Toray Industries Inc. Ultrasuede® called ecsaine, an artificial leather which is densely intertwined with a bundle of micro fibers mimicking natural suede. The stain resistant durable texture is of higher quality than that of natural leather. The material is a singular colored matte texture where the raised fabric's surface alters its appearance. We thought of ways that we could add nuance to the suede material. The special process used in the Ultrasuede®, which was used for NEO, produces a leather like feeling on the black and white fabric. It almost resembles natural materials when nuance is added.

Ultrasuede® is a registered trademark of Toray Industries, Inc.

ultrasuede®



FURTHER DETAILS



Special wide-angled lens for a greater field of vision

NEO is equipped with an illuminating CMOS image sensor with a 13 million pixel camera; approximately 5 million pixel for in-camera shots.

The field of view for the in-camera is around 24mm for the perfect selfie or group shot. The main camera is around 28mm in its 35mm equivalent; perfect for taking pictures macro images indoors and outdoors, such as people, landscape, and cooking.



Undisturbed calls with the dual microphone and noise-cancellation

The dual microphone and noise-cancellation is important, not only for phone calls, but for LINE and Skype calls.

Internet phone services are commonly used as a communication tool throughout the world. Clear calls are needed when receiving calls from an important client or family member. Answering calls in noisy places will no longer be a problem. NEO has a dual microphone that can distinguish your voice from unwanted outside noises.



Visibly sound 5 inch high-definition display

The demand for a larger screen has prompted many carriers to design big screens. However, we realized that a large screen is useless if it is hard to use and does not sit comfortably in your hand. We found that a 5 inch high definition display screen was not only the perfect size in your hand, but was the perfect harmony between power consumption, resolution, and visibility.



Frequency band throughout Japan.

NEO has both 3G and LTE capabilities covered by NTT DOCOMO, Inc and Softbank Corp. NEO can be connected by the 3G (W-CDMA) which covers the FOMA + area.



The Future Standard: USB Type-C Connector

The USB Type-C connector will become the "standard" connector for all devices. The cable can be inserted from the front or rear side. In keeping current with this trend, NEO selected the Type-C as its standard connector.



Wireless LAN (IEEE802.11/5GHz Bandwidth) for secure high-speed access

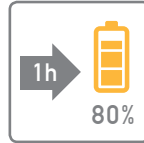
IEEE802.11ac uses a 5GHz bandwidth for a convenient high-speed Internet experience with 867Mbps.



IEEE802.11 a/b/g/n (150Mbps)
IEEE802.11 ac (433Mbps)

Rapid charge for a larger battery capacity

Neo's battery can give the NEO life for about 2 days, so that it might take long time for full-charging. To combat this, NEO is equipped with Qualcomm's Quick Charge 2.0, which increases the voltage for a quicker charge; charging about 80% in about an hour.



APN setting that are covered by the main mobile companies in Japan

Many phone carriers offer mobile communication services. Customers often have to change their APN (Access Point Name) whenever they change to a different provider which can be a time consuming process. With the NEO, all APN setting come preloaded so that changing the APN is as simple as selecting the new provider.



Compatible with NFC Type-A/B/F

NFC is compatible with Type A/B as well as Type F for the Felica standard. The NFC antenna is installed next to the back IC card pocket in order to gather information when using compatible Apps.



Equipped with Bluetooth 4.1 to sync wirelessly with other devices

Connecting to other devices has become convenient with Bluetooth 4.1 that comes equipped with the BLE (Bluetooth Low Energy) software, also known as Bluetooth Smart.



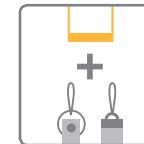
The cable is now reversible

The reversible USB Type-C connector can be plugged in on both ends. We wanted to offer more convenience when customers went to connect NEO to the charger or computer. For this we adopted the USB Type A connector for NEO that is also reversible.



One of the aligned holes is for strap

The simple, yet stylish, Handy Strap was designed to minimize the dropping of your device. The strap hole is located next to the list for speakers on the bottom of the phone so it does not disturb the aesthetics of the phone.



Re-usable Package

An oval shaped paper tube is used for the packaging of NEO. Keeping the environment in mind, we designed the packaging to be used as a piggy bank to be used as long as you have the NEO.



NU[®] ANS

+simplism. × TENT

To expand the world-wide view of NuAns from USB Type-C

The USB Type-C connector is new universal standard for the industry and the core technique in our lifestyle solution. For instance, the NuAns products we designed inspired NEO as a solution to add comfort to your life. In addition to the Type-C connector, we will provide a unified world-view of NuAns as the new solution with our simplified cable and desk light.

www.nuans.jp



+simplism.®

Keep it simple.
That's our design philosophy. We have added thoughtful "+" ideas to our products. Our commitment is to provide functional, high quality products at affordable prices. Each product is infused with love.

Enhance your 'digital life'
– that's +Simplism.

www.simplism.jp



TENT

TENT is a creative unit formed by Masayuki Haruta and Ryosaku Aoki in 2011. "Pleasing the eyes and the more you use, the more you love." is the basic theme and based on this concept, TENT provides variety of product designs from tableware, home electronics to interior goods. TENT offers superb designs from concept making to holistic all-up product creation. Some of our work are; web, application UI, producing event/exhibition booth design and much more.

www.tent1000.com

SPECIFICATIONS

Size (L × W × H)		Approx. 141 × 74.2 × 11.3 (mm) / Approx. 5.5 x 2.9 x 0.4 (Inch)
Unit Weight		Approx. 150 g / 5.29 oz
OS		Windows 10 Mobile
CPU		Snapdragon 617 (MSM8952) 8 × A53 / 1.5GHz Octa-core
Memory / Storage	Internal	2GB RAM / 16GB flash
	External	Micro SD (Max. 128GB (UHS-I))
SIM Card		Compatible with micro-SIM (nano SIM adapter included)
Bands		2G (Quad band) 3G (Band 1/6/8/9/19 42Mbps/5.76Mbps) 4G LTE (Band 1/3/8/19/28 Cat.4, max.150Mbps)
Display	Size	5.0 inches
	Pixels	1280 × 720
	Pixel Density	295ppi
	Coating	Anti-fingerprint fluorine coating
Camera	Main Camera	13 Megapixels, F2.0, CMOS (Back-illuminated sensor), Auto-focus, 28mm wide-angle lens.
	In-camera	5 Megapixels, F2.4, CMOS (Back-illuminated sensor), Auto-focus, 24mm wide-angle lens.
Battery Capacity		3,350mAh
Talk Time		More than 960 mins
Standby Time		More than 400 hours
Wi-Fi		802.11 a/b/g/n/ac
Speaker / Microphone		Speaker × 1, Microphone × 2
Sensors		Acceleration, Gyro, Geomagnetic, Proximity, Ambient Light, Hall, and SMOS (Back-illuminated sensor) sensors.
Ports		USB Type-C (USB 2.0 / OTG, Quick Charge 2.0) , 4 pin headset jack (CTIA)
Body Material		Burn-resistant PC
Accessories		USB 2.0 A-C cable 1m, nano SIM adapter

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