

NU [®]
Ans

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Nuance & New Answer

from

+simplism. × TENT

Nuance & New Answer

Some things in the world naturally pull at our attention and we want them to be part of our lives.

The best cutting-edge accessories appreciate and tap into these instinctive desires by being convenient tools that blend seamlessly into your life.

NuAns is a nuanced new answer to providing that comfort in our lives.

Life needs Nuance

Nowadays iPhones, iPads and computers have become nearly synonymous with necessity for each one of us to function well in our daily lives - their “convenience” providing amazing support. Our range of behavior has also changed with technology.

The division between home life and work life has become blurred. Our homes are now also home offices. The outdoors, cafes and libraries have become places for either business or relaxation. The convenient access technology has enabled, in usage as both tool and breadth of locations, has led to new paradigms allowing for a wider range of experiences as we enjoy our newfound flexibility.

iPhones and iPads or in general, smart devices have pushed these paradigms forward, but have not completely melted into our daily lives as our favorites yet. People pick up things that they would like to put by their side or select interiors which they want to be their rooms.

This combination of colors or shapes blend into their daily lives as each person creates their own unique atmosphere. Each item and its characteristics contribute to that unique picture. These characteristics quietly exist, melting into the surroundings of a room or easily fitting into your palms.

The purpose of NuAns is to provide convenience in the modern space without breaking the ambience of the existing atmosphere.





Material needs Nuance

NuAns products are designed not only their initial appearance or function but also the subtleties of texture, ambience, comfort, relaxation, and convenience. For example, the felt material used for most of the NuAns products, is not a normal one.

To protect the product itself and also your personal belongings which would come in contact with the NuAns product, it is manufactured as dust-resistant and water-resistant. It is a felt specially-made for NuAns to provide a comfortable tactile sense and also to be durable for the heat resistance and fire-resistance necessary for a digital device standard.

Taking advantage of the softness of elastomers used for some of the products for design and function, the 3D texture was processed on the surface with the familiar and more welcoming look of fabric rather than a cold industrial product.

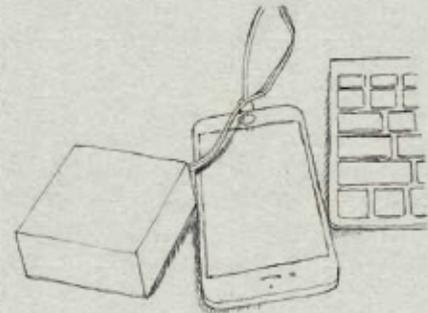
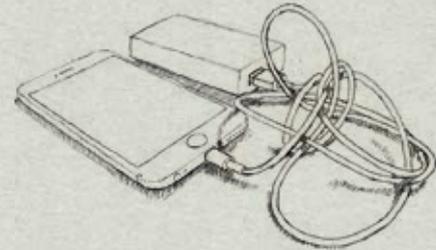
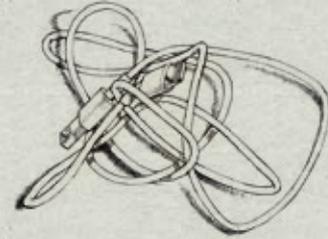
For those extended use products, aluminium or stainless materials were selected to be tough enough to stand up to rigorous usage. The anodized aluminum processes are used on the surface and grain and spin finish are added to small parts. The essence of the tool itself - its shape, texture and utility - are sophisticated.

New lifestyle needs New Answers

In our modern lifestyle now accustomed to digital devices, it is necessary to have not only convenience but also a new solution. For example, a cable used for charging a battery tends to tangle together with other things in a bag and is difficult to get it out.

Even if you could wrestle it out, the long cables must be untied otherwise they are unusable. It is difficult to organize cables neatly and bear external cold and edgy plug never really blended with other warmer goods such as leather purse.

Whether it's the ability to put digital devices together with your favorite belongings, with an added drop of convenience; waking up in the morning and going to bed at night by setting a warm light and also providing simple silhouettes and needed functions naturally and quietly; or lessening the visual noise which always comes with the convenience of digital devices, NuAns gives new answers to all of these demands.



NU[®] ANS





MAGDOT

Cable Holder

MAGDOT is a magnet that can keep your Lightning connector from falling and sliding away to the backside of a desk or shelf. You won't be looking for or pulling to retrieve the 'lost' cable anymore.

- Keep your Lightning connector in place with the magnet
 - Double-sided tape included on the backside allows you to affix the MAGDOT
 - MAGDOT is covered with strong stainless steel with great texture
 - Fits your surroundings with its sleek spin-finished design with laser engraved logo
 - Three MAGDOTS come as a set for multiple location use such as at your desk or your bedside.
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Size : 15.1 × 15.1 × 4 mm 0.59 × 0.59 × 0.16 inch (W × H × D)





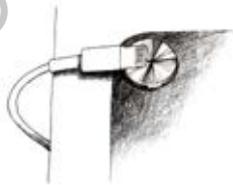
MAGMAT

Mat with Cable Holder

This mat with an integrated magnetic cable holder can keep your Lightning connector, which tends to drop or go loose towards the backside of the desk or shelf, in place. The spacious mat makes it the perfect place to put small items such as your iPhone, watch, and iPad mini.

- A felt material mat your mobile devices and personal belongings can be placed.
- Fits up to an 8-inch tablet
- Stylish magnet covered with stainless steel that holds a Lightning cable
- The felt will protect goods and blends with your interior goods and furniture.
- Warm texture and soft touch
- 4 "calming" color variations to blend well with your surroundings

Size : 170 × 5 × 240 mm 6.69 × 0.20 × 9.45 inch (W × H × D) Color : Black, White, Khaki, Saffron



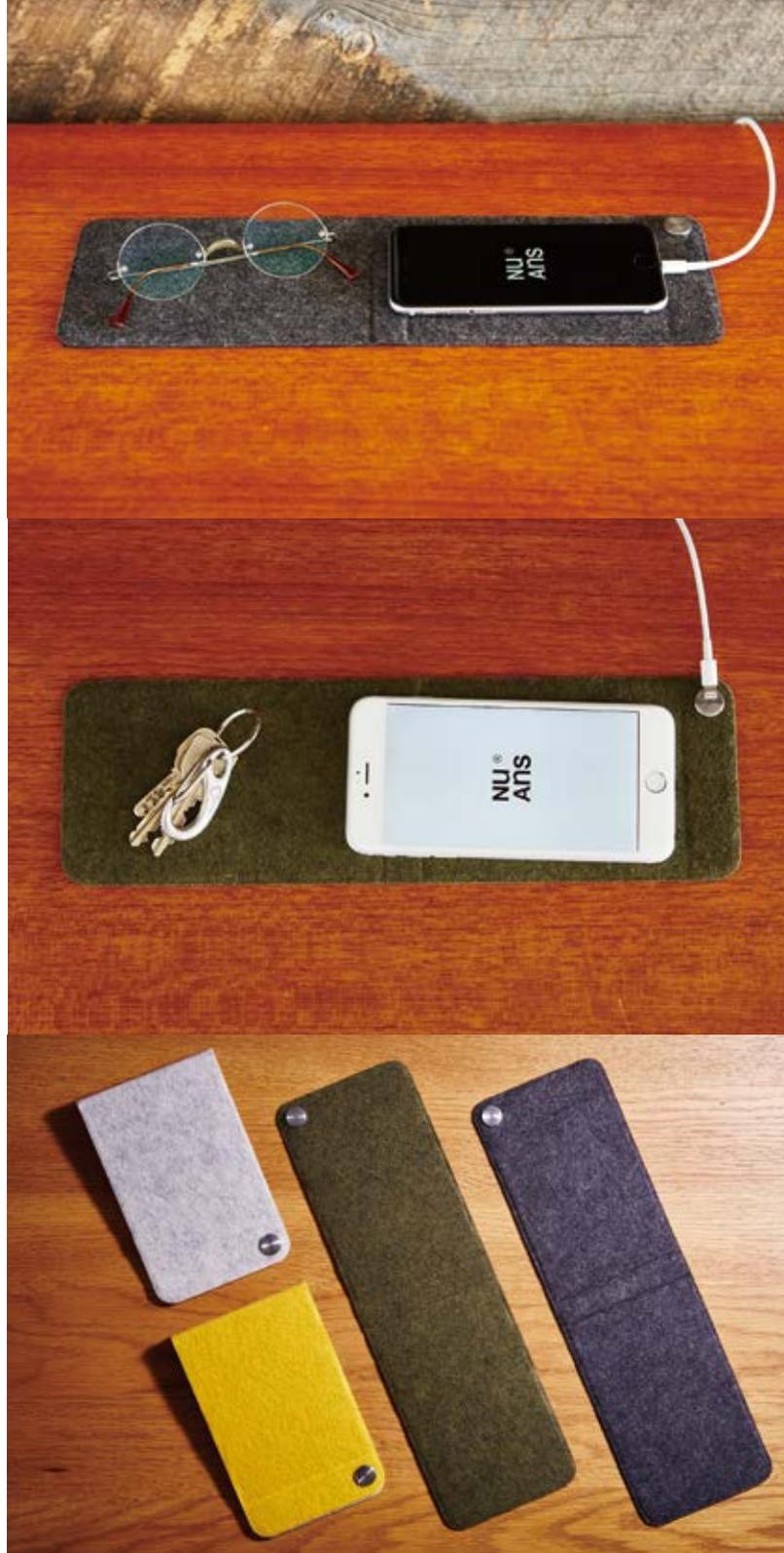
MAGFIT

Foldable Mat with Cable Holder

This mat includes a magnetic cable holder to keep your Lightning connector from dropping out of reach. The foldable structure has 2 uses: When unfolded, the mat is a place to store your iPhone and small items. When folded, it sits as a stand for your iPhone at an ideal angle for touch operation.

- Mat to place mobile devices
- Foldable structure to use in two ways
- Stainless-steel surface magnet
- Holds Lightning cable connector via the magnet
- Felt material with a warm texture to blend with your surroundings
- 4 "calming color" variations to blend with your surroundings

Size : 100 x 5 x 326 mm 3.94 x 0.75 x 6.18 inch (W x H x D) Color : Black, White, Khaki, Saffron



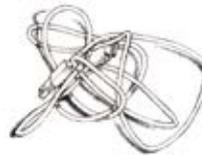
Made for
iPod iPhone iPad



reddot award 2016
winner

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BANDWIRE

Lightning Cable

Easy to carry, 160mm short-length lightning cable. This cable is smaller, neater and won't tangle in a bag making it easier to stow.

- Easy to carry short-length Lightning USB cable
- Loop-type design for ease of storage and carrying
- Anti-dust all-in-one cable protecting both terminals
- 3D high-quality textured surface
- Apple certified "Made for iPod/iPhone/iPad"
- 4 soft color variations

Size : 14 × 10.8 × 186 mm 0.55 × H 0.43 × 7.3 inch (W × H × D) Color : Black, White, Khaki, Saffron


reddot award 2016
winner

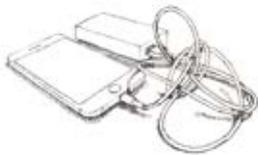
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2016

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Made for
 iPod  iPhone



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TAGPLATE

Lightning Mobile Battery 6000mAh

A thin mobile battery that contains a Lightning cable for charging your iPhone. It has enough battery life to fully charge an iPhone 6s approximately two times.

- Tag-type Lightning cable that is attached to the battery body
- High-capacity 6,000mAh to fully charge iPhone 6s approximately two times
- All-in-one battery to protect the Lightning connector from dust collection
- LED indicator shows the remaining battery at a glance
- Attach micro-USB cable for charging
- Acquired 'Made for iPod/iPhone product' certificate as safe Apple licensed product
- Felt fabric will not damage other items you carry around
- 4 "calming" color variations to blend nicely with your surroundings

Size : 66.5 × 198 × 14.7 mm 2.62 × 7.8 × 0.58 inch (W × H × D) Color : Black, White, Khaki, Saffron



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iPod iPhone



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ROLLDOCK

Lightning Mobile Battery Dock 3000mAh

ROLLDOCK is a cradle-type compact mobile battery. When you are at home or your office, it functions as a cradle charger. When going out, just wrap the felted flap and it becomes a portable mobile battery. Battery charges while in the cradle position so your mobile battery is ready when you need it.

- Cradle-type mobile battery
- 3,000mAh to fully charge iPhone 6s approximately once
- Able to charge and synchronize simultaneously
- Comes with a transmissionable micro-USB cable
- Officially licensed and certified 'Made for iPod/iPhone product' from Apple.
- Stylish felt fabric
- 4 "calming" color variations

Size : 73.6 × 28.5 × 195 mm 2.90 × 1.12 × 7.7 inch (W × H × D) Color : Black, White, Khaki, Saffron





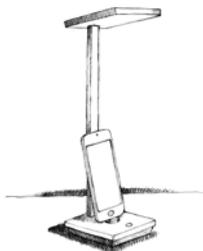
TILE

Light with Lightning Dock

TILE is an LED standing light which can charge devices using a Lightning connector, such as an iPhone. The simple design fully allows two devices to charge at once, one on the dock as well as via the USB on the backside, and provides a light source. To adjust the light intensity, a switchable LED light enables to chose a warm tone incandescence light or a clear tone of daylight.



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TILE

Light with Lightning Dock

- LED standing light with stowable Lightning charging dock
- Charge your iPhone or iPad at a perfect angle to continue viewing the screen
- Protect your connector with a stowable Lightning dock
- Compatible with all Lightning connector for iOS devices
- Includes a USB connector in the back to charge another mobile device
- Stowable Lightning connector can directly charge devices while they are still in a case
- Switchable two-toned LED light featuring warm incandescence light and clear daylight
- Light dimmer feature
- Apple certified "Made for iPod/iPhone/iPad" product

Size : 104 × 331.5 × 104 mm 4.09 × 13.05 × 4.09 inch (W × H × D) Color : Black, Silver



Made for

iPod iPhone iPad

CONE

Speaker Light with Lightning Dock

High-end standing light with 4 features: Light, Speaker, Lightning Dock, USB charger. Recipient of "Best of CES" by iPhone Life Magazine in 2015. Works as multi-functional alarm clock with a free app from AppStore.

- Analog / Digital Clock
- Sleep Timer Function
- Alarm Clock Function
- Music Playing
- Calendar Function
- Weather Info



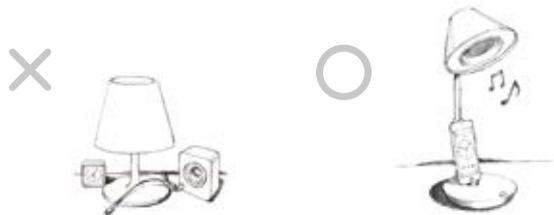
Download on the
App Store



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CONE

Speaker Light with Lightning Dock

- LED light with built-in speaker and Lightning dock
- Able to charge iPhone or iPad at an easy to see angle
- Equipped with high-quality and high volume speaker
- Protect connector part by rotating Lightning dock
- Optional feature to use CONE as an alarm clock via a free clock application
- Compatible with all iOS devices by Lightning connector
- Includes a USB connector on the backside for charging another device
- Equipped with power, light, volume buttons for ease of use
- 4 adjustable levels of brightness
- LED light with a warm incandescent tone
- Side-to-side rotating pedestal base
- Officially certified 'Made for iPod/iPhone product' from Apple

Size : 160 x 402 x 160 mm 6.3 x 15.83 x 6.3 inch (W x H x D) Color : Black, White





+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.com



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

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