

IDAPT®

i n n o v a t i v e a d a p t e r



Cell Phone



HeadSet



GPS



MP3 / MP4



SmartPhone



Game Player



Digital Camera



AA/AAA
Batteries

PRESS RELEASE: Feb 2010: IDAPT at CEBIT - Hall 14 - Booth J09

IDAPT are delighted to be at CEBIT again and will be previewing the first of their new-generation 'i' universal chargers, the i4, which builds on the success of the current i3 and i2. The new model features sleek industrial design, a USB charging port, LED charging indicators, plus new gloss and metal finishes.

IDAPT has further announced Hama GMBH have been added as an official distributor for IDAPT in the German market commencing April 2010.

IDAPT i4 "New-Generation" Universal Desktop Charging System with USB 49,95€ EU Price

- Now charge up to four devices simultaneously
- Adds enhanced stylish design, USB charging port, LED charging indicator and more
- Highly efficient use of power, space, wall sockets and resources

A very modern problem - charging chaos! - People are using more electronic devices and almost everything has a different charger, which means lots of chargers at home, at work and while traveling.

The solution

The IDAPT i4 is a brilliantly simple wire-free Universal Charger, that uses robust modular tips to cover 3500+ devices directly and USB to cover more. It is different from most chargers, in that it will charge AA batteries, PSPs, Nintendos, SatNavs and more, as well as almost every phone and MP3 player on the planet.

Any home or desk will benefit from an IDAPT, rat's nests of cable can be retired and mobile phones and devices can be neatly stored on an IDAPT ready to go. Phones and players sit upright on a sprung base and can easily be removed to go.



CES 2010 AWARD WINNER



IDAPT i4 – 49,95€ Four-way Universal Desktop Charger

- three modular charging ports
- six tips supplied
- one universal USB charging port
- black or silver metallic finishes

Quick-release Charging Tips

- extra tips 7,99€
- AA/AAA battery charger tip 14,99€

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IDAPT i4 Universal Desktop Charging System with USB

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The users

A user might have a Nokia phone, an iPod, a TomTom GPS, a Plantronics headset, maybe a Blackberry for email and possibly a Kindle. All of these can be charged on an IDAPT and if they have more than four devices it is easy to rack IDAPTs together or just swap tips as needed.

IDAPT is simple, it works, it's affordable and it's future-proofed.

IDAPT Quick-release Tip System

- Unique & Patented with wide compatibility today and in the future
- Universal & Upgradable, the current 22 tips cover 3500+ devices
- Tips simply plug in and out of the IDAPT base
- Tips are articulated and will move if the product is knocked, preventing damage
- Six popular tips are supplied with each charger
- IDAPT has a commitment to always develop new tips
- Coming soon PSPGo - more cameras - Wii controllers and more

The IDAPT i4 Four-way Charger

- sleek flat desktop design in metallic black or silver
- small footprint, vertical placement of devices means less room used
- light and easily portable for travelling
- highly-efficient built-in charging circuits and power supply
- one mains lead with a power-off switch
- three charging ports each with an LED charging indicator
- plus universal USB charging port
- quick-release access to change charging tips
- sprung strain-release base for each tip to ensure product longevity
- non slip feet

Remarkable value

The i4 only costs 50€ with 6 tips and unlike the much-hyped 'wireless' chargers, involves no expensive charging sleeve to buy, for every product a consumer owns.

Green Points

Cheap chargers waste 50% of the energy used. An IDAPT is not only more efficient than most standard chargers, it permits users to have only 1 charger for all their electronic devices, leading to major recycling benefits over time. Unusually for any charger, IDAPT has an 'off' switch - simple, but turning an unused charger off, is one of the greener things anyone can do.

IDAPT has an efficient internal power supply and only needs one mains lead. One mains lead vs. four ugly 'wall warts' and four mains sockets used - no contest!

No wires - but not wireless

Wireless chargers need expensive power sleeves on every product used and/or need bulky adapters to dock iPods and adapters with wires sticking out for USB. Current models also need their own external power-supply and as they sit flat, they take up a lot of room on a desk.

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IDAPT i4 Four-way Universal Desktop Charger

Powerful

An IDAPT i4 can charge any four devices simultaneously. Surprisingly many multi-chargers do not have the power to charge more than one item at a time!

Case or No Case - No Problem

IDAPT will charge most products in their cases or sleeves. Most docking / charging devices for iPhone, iPod, Blackberry etc will not accept anything with a case on. Wireless Mat chargers need unique, expensive and bulky power sleeves

Use IDAPT anywhere

Home - the complete family solution

Office - perfect for visitors, boardrooms, desks or anywhere

Hotels - a great guest benefit

Travel - easy to carry one IDAPT, one main lead and tips for travel devices

The micro-USB future

The new micro-USB standard will be implemented across all mobile phones by 2012 and phones will no longer ship with chargers, IDAPT owners will be ready, as the system already ships with a micro-USB tip.

Extra tips will take care of multiple phones.

Instead of having several micro-USB chargers and a mess of cable, IDAPT owners will be able to charge all their mobile devices at the same time and of course IDAPT stays universal for products that do not use microUSB (Headsets, GPS, mp3/mp4 player, game, batteries...)

In the IDAPT i4 box

1 x IDAPT charging base

6 x charging tips

- iPod / iPhone (latest generation compatible)

- microUSB

- miniUSB

- Nokia 2

- Samsung 4

- Sony Ericsson 2

1 x Mains lead with country appropriate plug

The current range of tips as of February 2010 covers over 3500 mobile devices and new tips will be introduced on a regular basis, making IDAPT future-proof.

- AA/AAA batteries - DC Jack (Casio & Kodak cameras / Tom Tom / Sony e-readers)
- iPod / iPhone (latest generation compatible) - iPod Shuffle (latest generation compatible)
- LG1 - - FOMA
- Multi-tip A - Samsung / Kyocera / Audiovox / LG / Kindle and many more
- microUSB - Plantronics / Motorola / Blackberry and many more
- miniUSB - Garmin / Magellan / Tom Tom / Navigon and more
- Nintendo DS-L / DSi
- Nokia 1 / Nokia 2
- Palm - PSP Go (coming soon)
- Samsung 1 / 2/ 3/ 4 Samsung 2
- Sansa - Sony Ericsson 1 / 2

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About IDAPT

IDAPT is the commercial brand of Inoitulos, a Spanish technology consultancy founded in 2006. Inoitulos develops, produces and delivers universal chargers for mobile devices under the **IDAPT** brand. In order to establish the brand internationally, Inoitulos has a strategy of actively protecting its industrial property, registering, patenting and trademarking its innovations in markets all over the world. Due to its original approach and innovative ideas, **IDAPT** won the HEC Startup of the Year 2008 award, was distinguished as an 'Innovative Enterprise 3GSM' by Barcelona Activa during the Mobile World Congress 2009 and was awarded a 'PLUS X prize at IFA 2009.

Barcelona by Design: Inoitulos is based in Barcelona, currently a major global hub for innovative tech design, especially in the telecom field.

IDAPT charging solutions are available in 25 countries around the world. For more information, please visit www.idaptweb.com

EDITORS NOTES

1. Energy efficient charging circuits (unlike many cheap chargers)
IDAPT runs cool and uses energy in an efficient 'Green' manner
2. IDAPT has an internal power supply - no ugly 'wall wart' needed
and an 'off' switch - simple but missing on most chargers
3. Great for travelling. Take one IDAPT instead of three or more chargers
Just take the correct tips for every family, travel or office gadget
4. Will charge most products in their cases or sleeves
Many charging docks will not accept anything with a case on.
5. Extremely good value
6. Always upgradeable. IDAPT are committed to continuously develop new connectors

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