





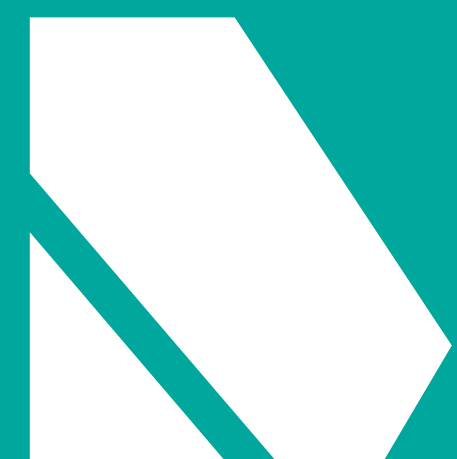
Only through the persistent, continuous effort of small groups of ambitious and visionary individuals, do great break-throughs happen.

Today's enabling technologies allow for incredible product concepts to be developed at breakneck speed. Truly disruptive products, when done right, can help us find ourselves.

Helping to create these breakthrough products is what gets us out of bed.

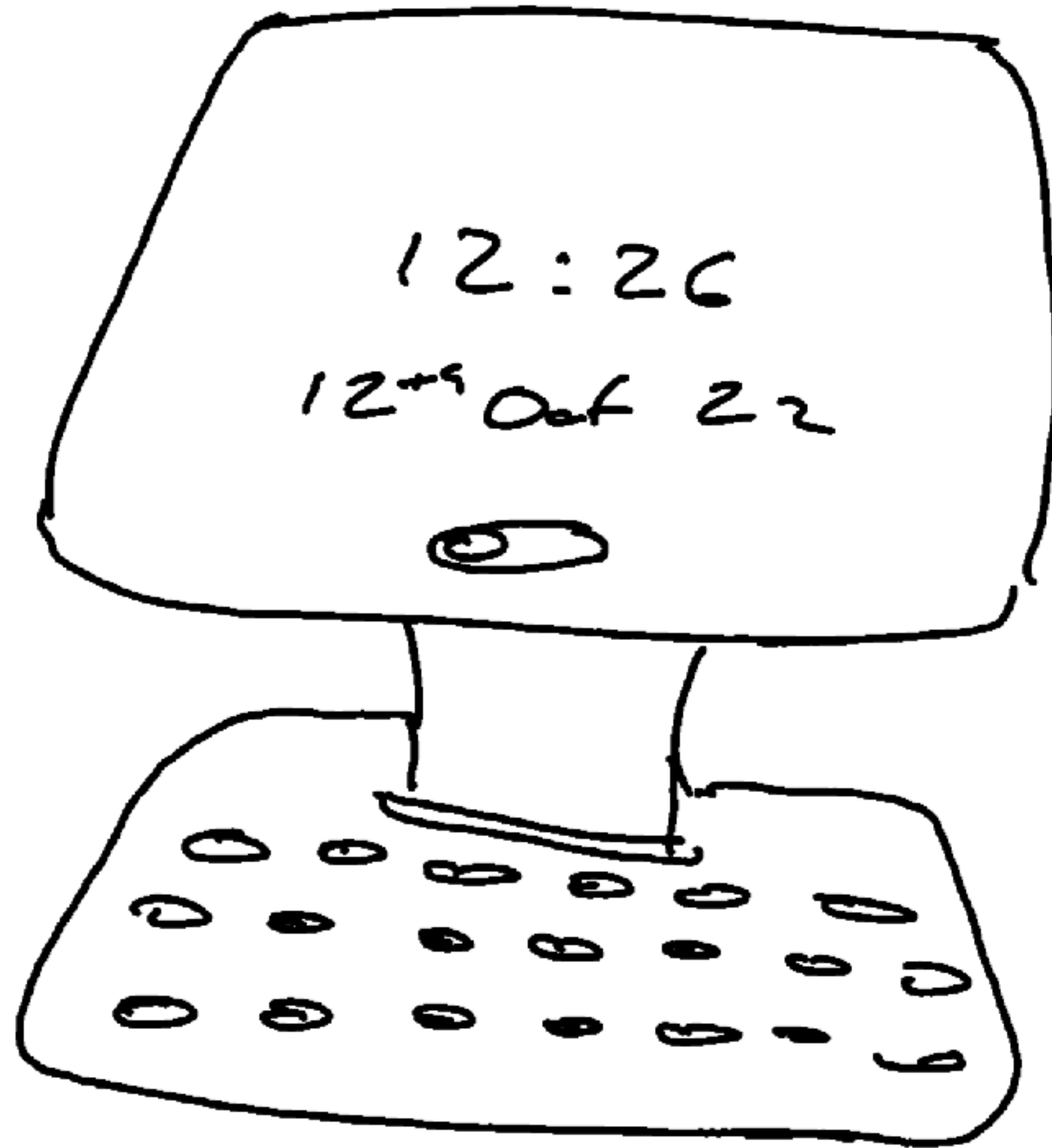


Wouldn't it be wonderful if we could combine the portability and interactivity of a tablet with the functionality and performance of a laptop?



Introducing Apple *Desklet*...

Apple Desklet

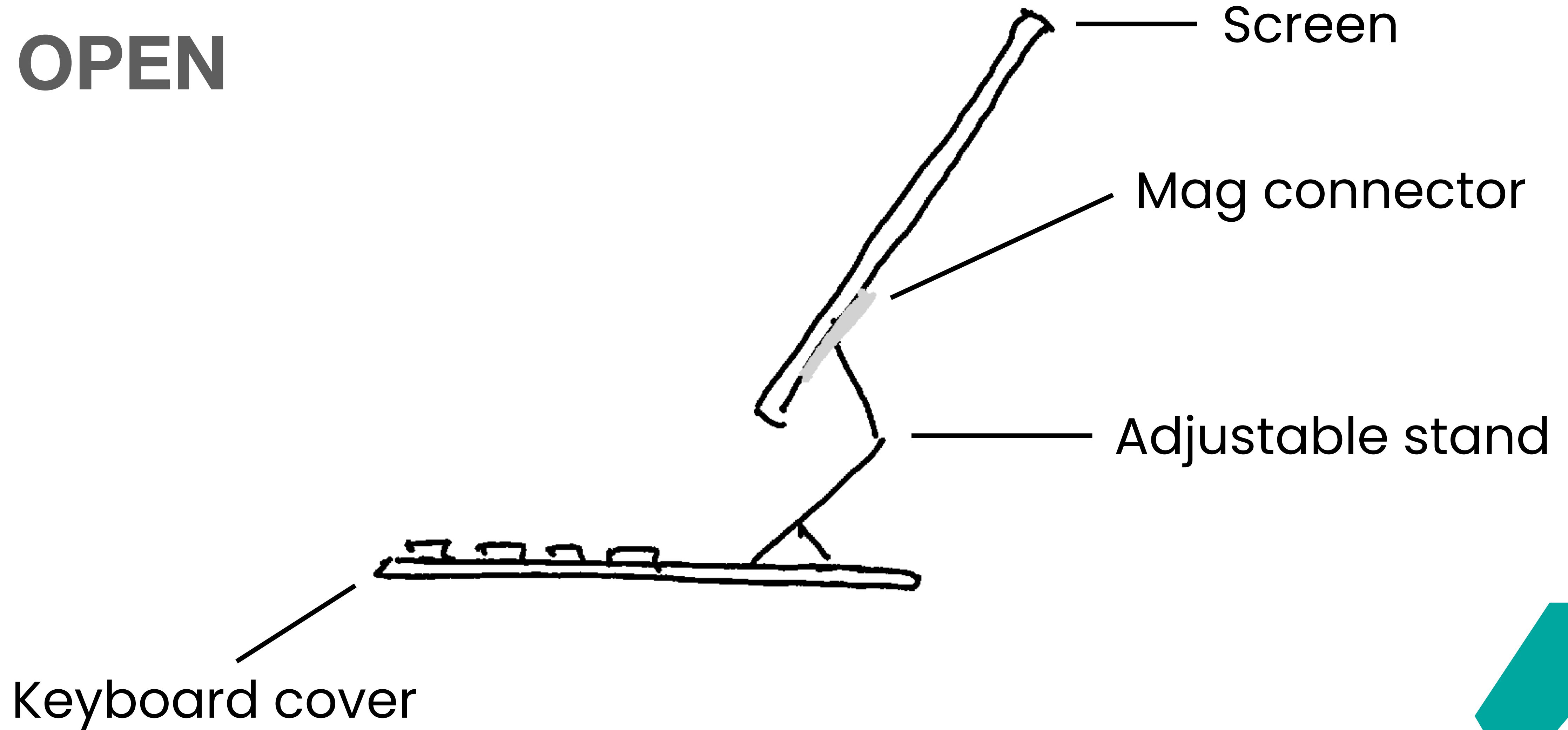


Combining the versatility of a tablet with the functionality of a laptop, the Apple Desklet comes in the form of a laptop while offering a detachable screen which transforms into an iPad, including the iOS, as soon as it's separated. Upon reattachment, the iOS transforms back into desktop mode, and the keyboard is used as with a normal laptop.



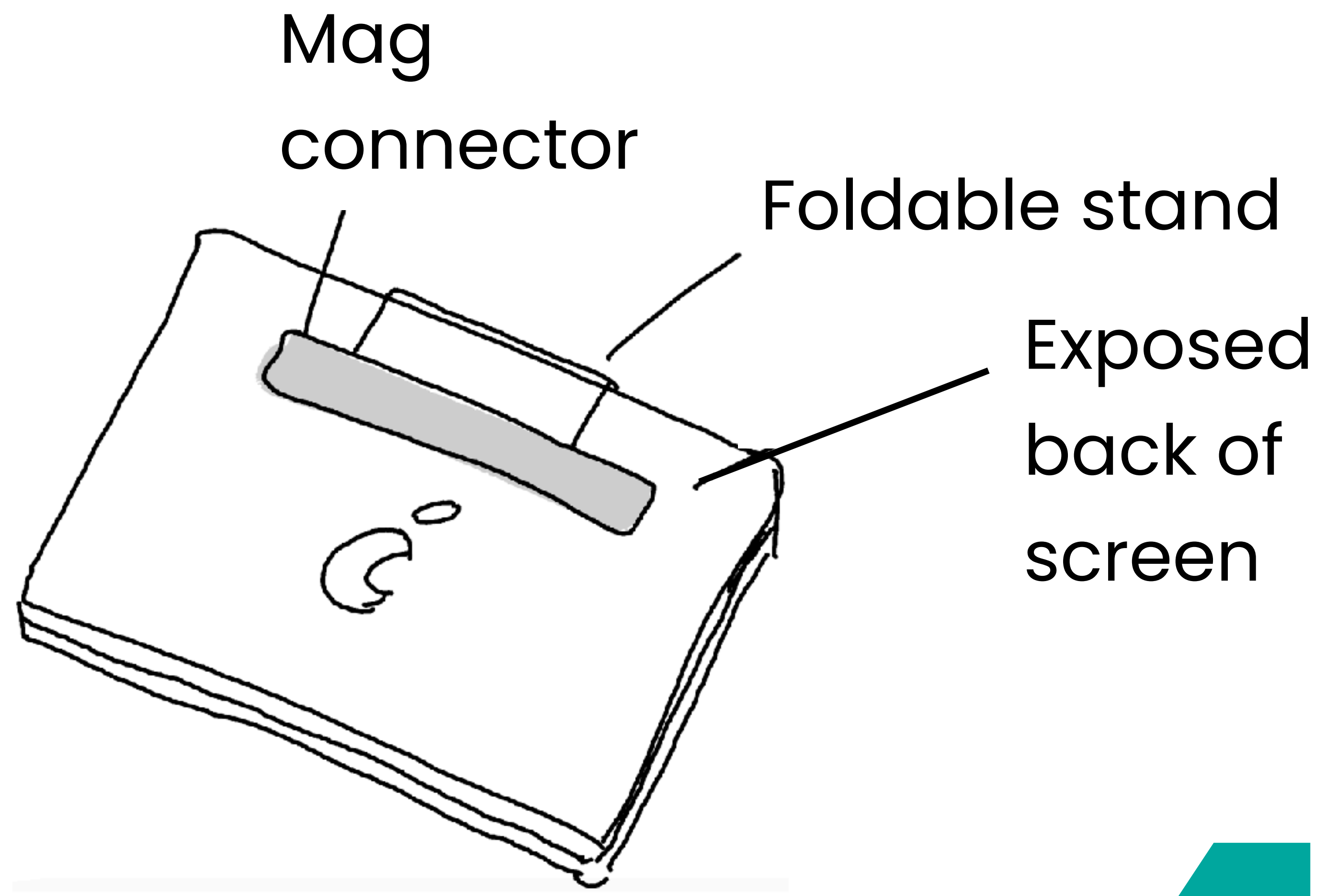
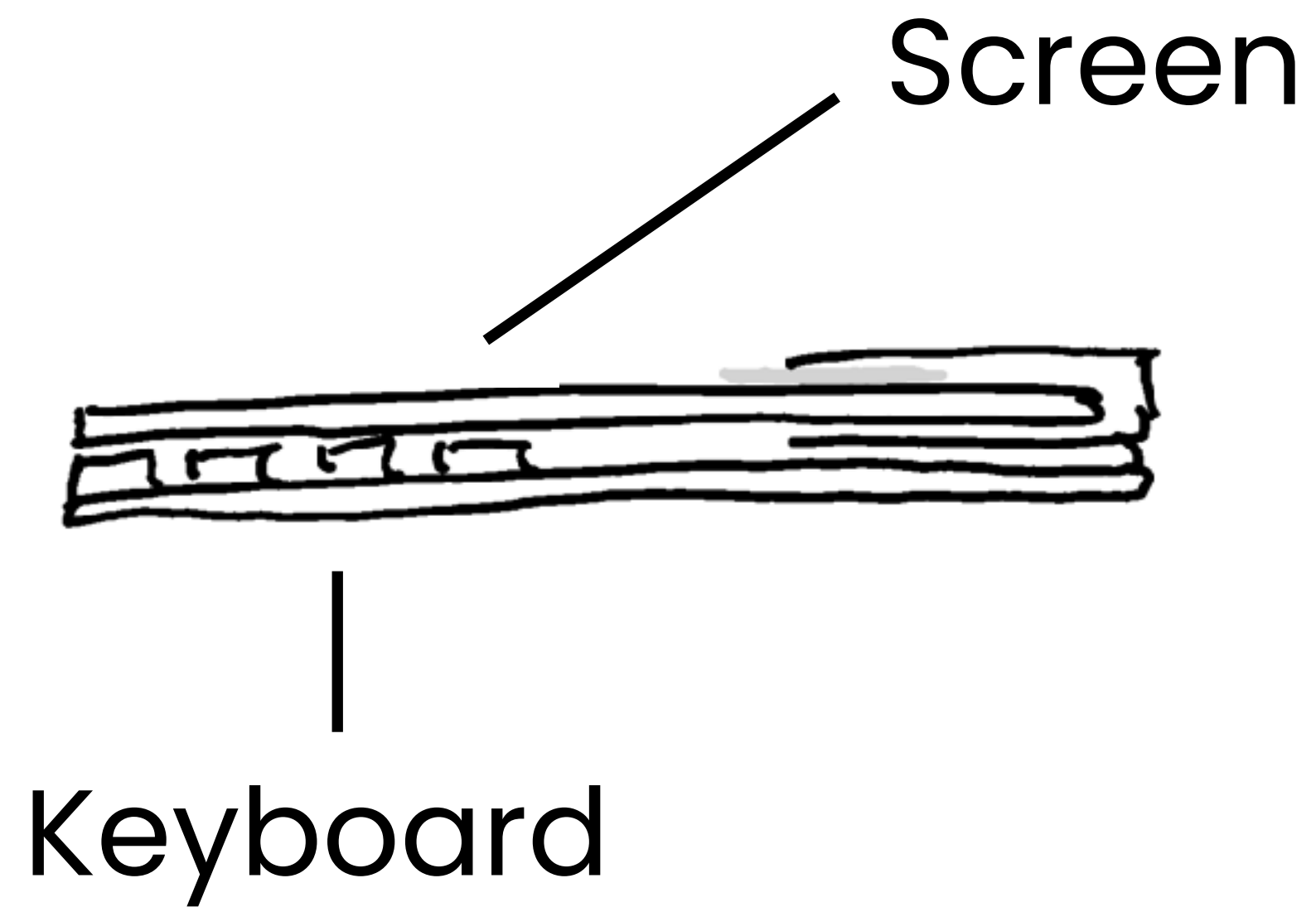
Apple Desklet

OPEN



Apple Desklet

CLOSED



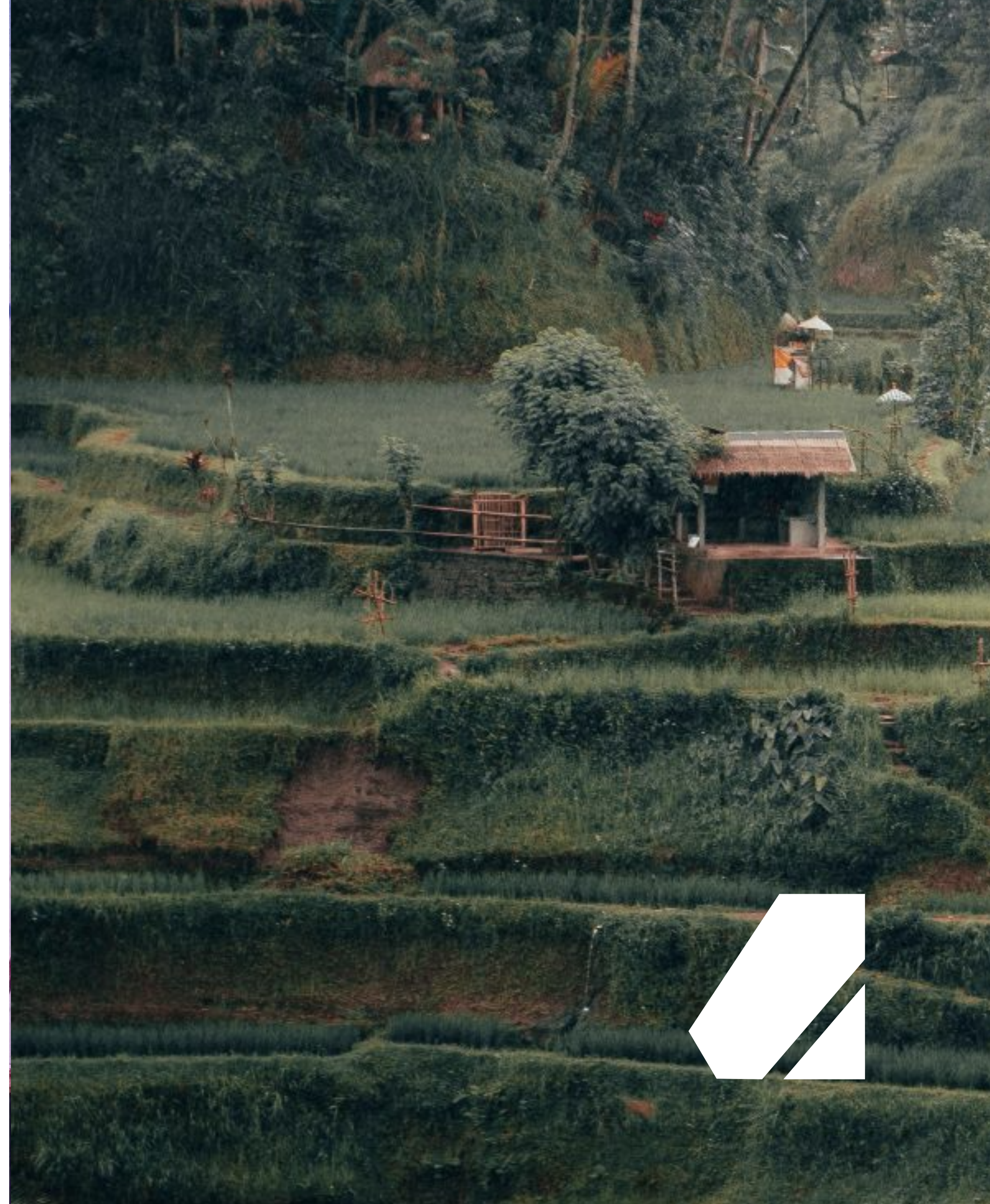
Desklet features

- ▶ Desklet's design is based on an iPad combined with a keyboard cover
- ▶ The difference is that it's sold as a single unit and the iOS changes depending on configuration
- ▶ Once the screen is detached from the mag connector, it automatically transforms into an iPad – and adopts that iOS
- ▶ Once it's connected back, it becomes a normal screen with the appropriate desktop iOS
- ▶ A software option is available where the iOS can be frozen in one or the other format
- ▶ The screen itself is thinner than a typical iPad and has a metallic finish



Benefits

- An iPad & laptop in one purchase.
- The screen & keyboard configuration allows for better posture than a typical laptop
- The dual functionality allows for more frequent and flexible usage from one device
- Combining devices reduces general material usage and carbon footprint



Specifications

- ▶ To accommodate the lower computing volume available as compared to a typical laptop, the specs are somewhat reduced
- ▶ Additional computing power is stored in the keyboard section and utilised when in laptop mode
 - ▶ So attached, Desklet has the computing power of an Apple Air
 - ▶ Detached, the computing power of an iPad
- ▶ The screen is wider & thinner than a traditional iPad as well as sporting metallic casing
- ▶ Its angle is adjustable when connected – in a similar way as the iPad when connected to its keyboard cover
- ▶ The Desklet's cover does not wrap all the way around when closed, giving it more of a laptop feel



Apple Desklet



A person is walking through a field of dry, brown vegetation. The person is wearing a light gray hoodie and dark blue jeans. They are wearing a watch on their left wrist. The background is a vast, open field of dry grass and small plants under a bright, overcast sky. The text "Whatever you need it to be." is overlaid in white at the bottom of the image.

Whatever you need it to be.

Our coordinates

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