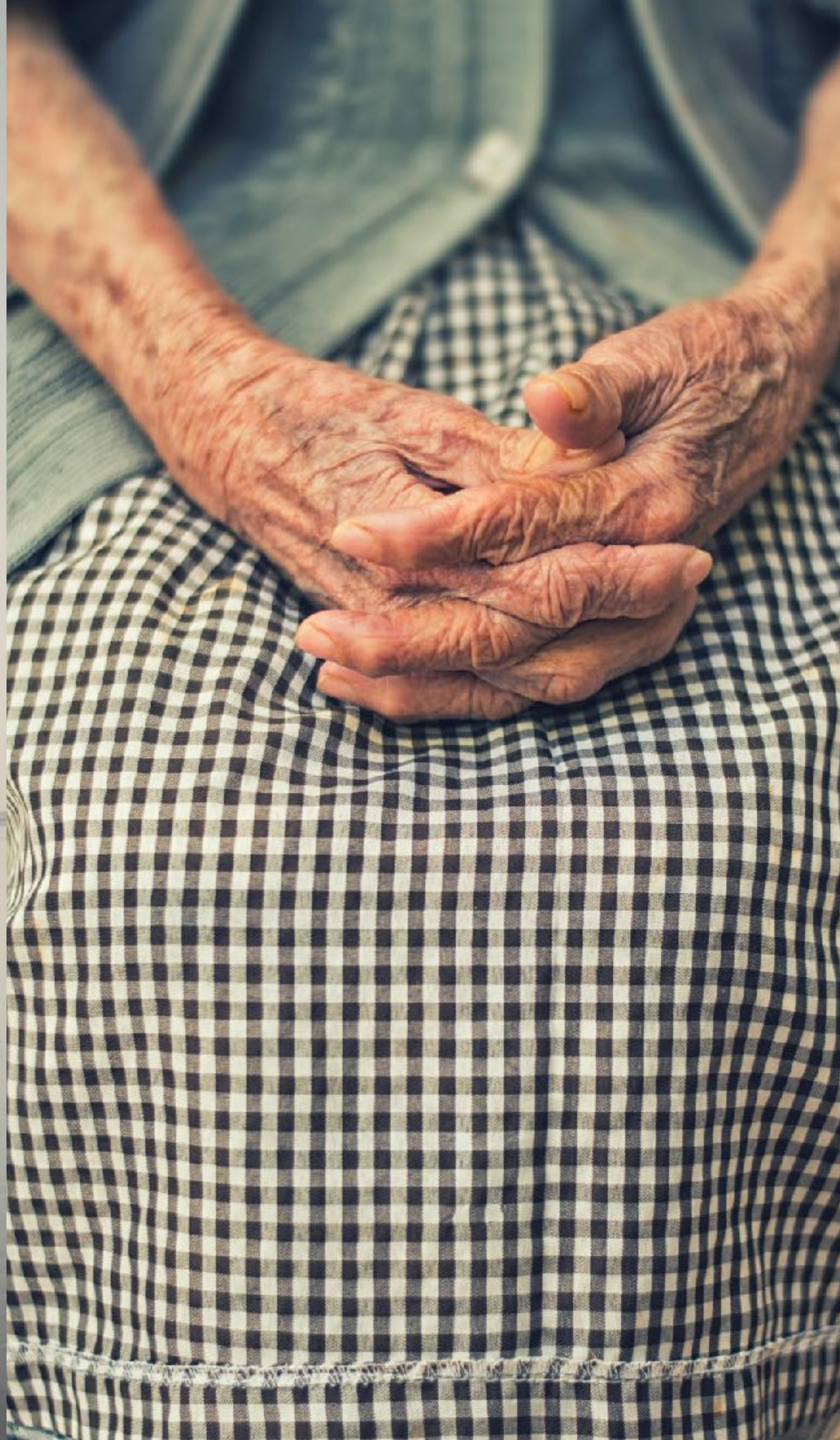




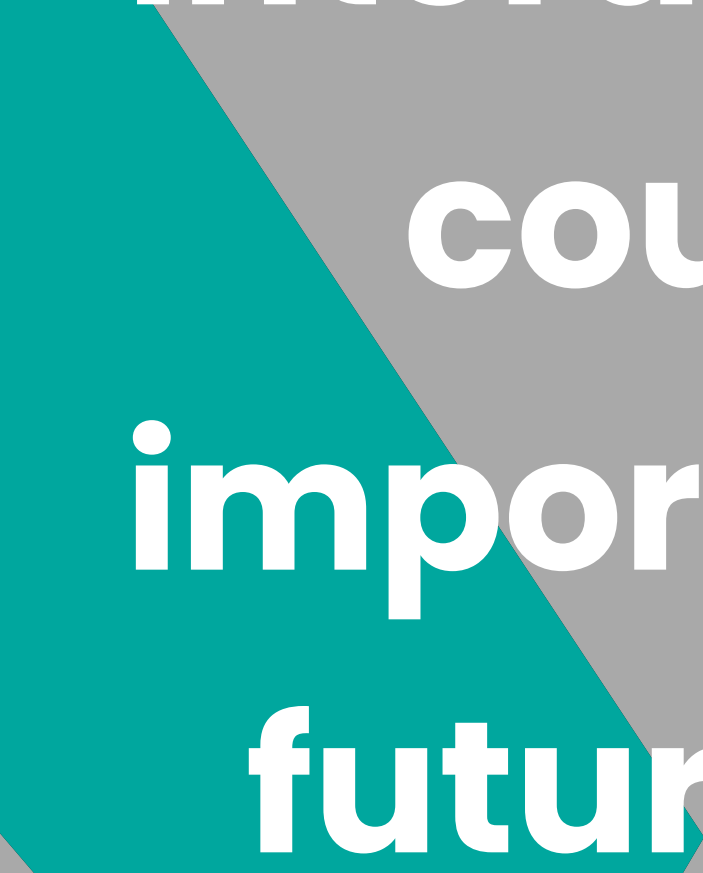


**Only through the persistent, continuous effort of small groups of ambitious and visionary individuals, do great breakthroughs happen.**

**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 break-through products is what gets us out of bed.**



**Let's redefine the way iPhone users interact with their friends. Holding a phone to your ear is old-school and really only useful when on the move. Encouraging handsless interaction using the phone's speakers or coupled Bluetooth headphones and importantly, the video call function, is the future. Phone to ear audio calls are out.**

A teal geometric graphic consisting of several overlapping shapes, including a large triangle and a smaller square, positioned on the left side of the slide.

**Video calls on iPhones are tricky as you have to hold the phone steady or attempt to prop it up, which often doesn't work. The phone tends to slip, fall suddenly or get knocked over.**

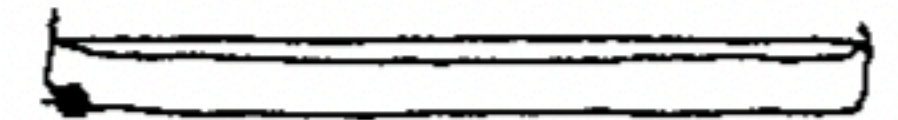
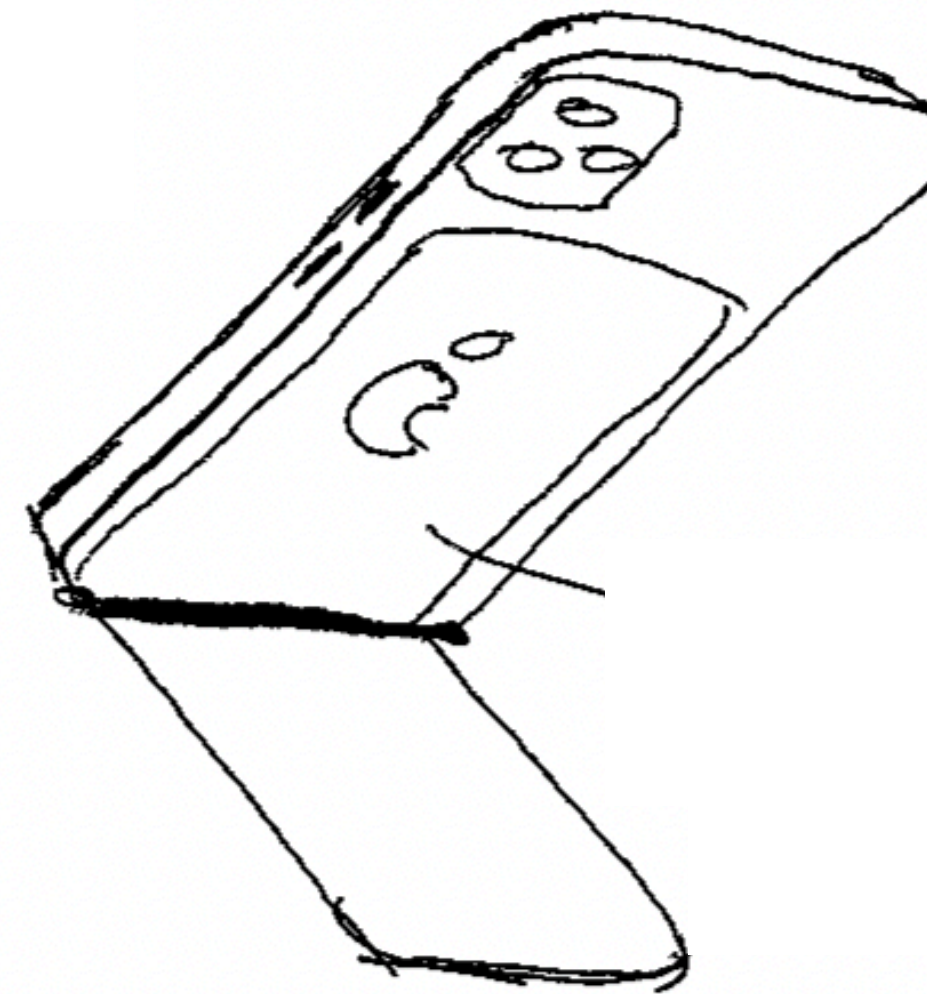
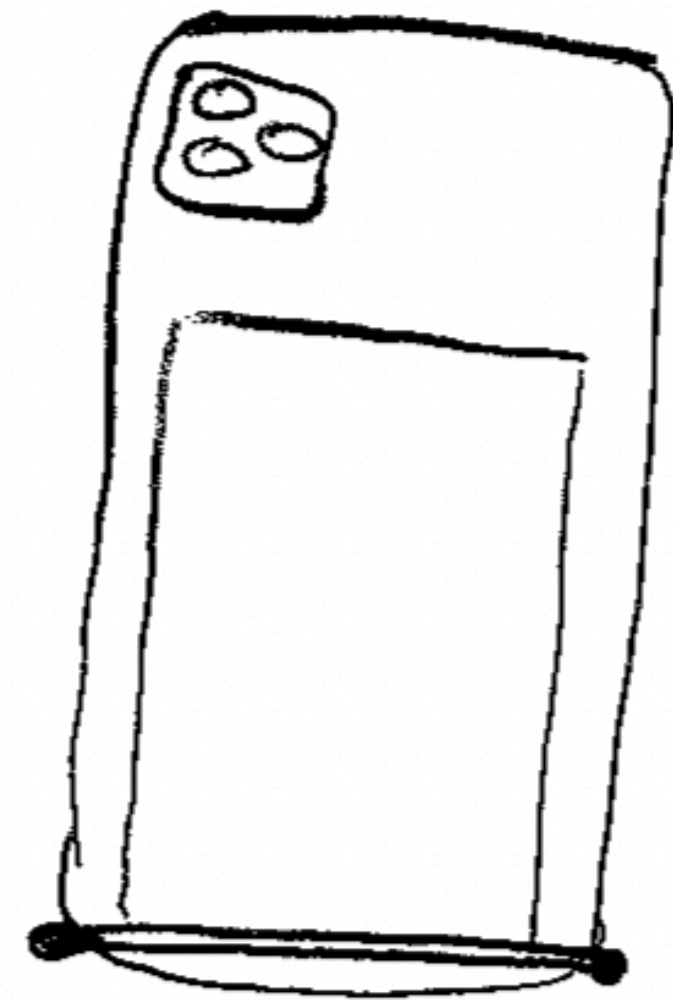
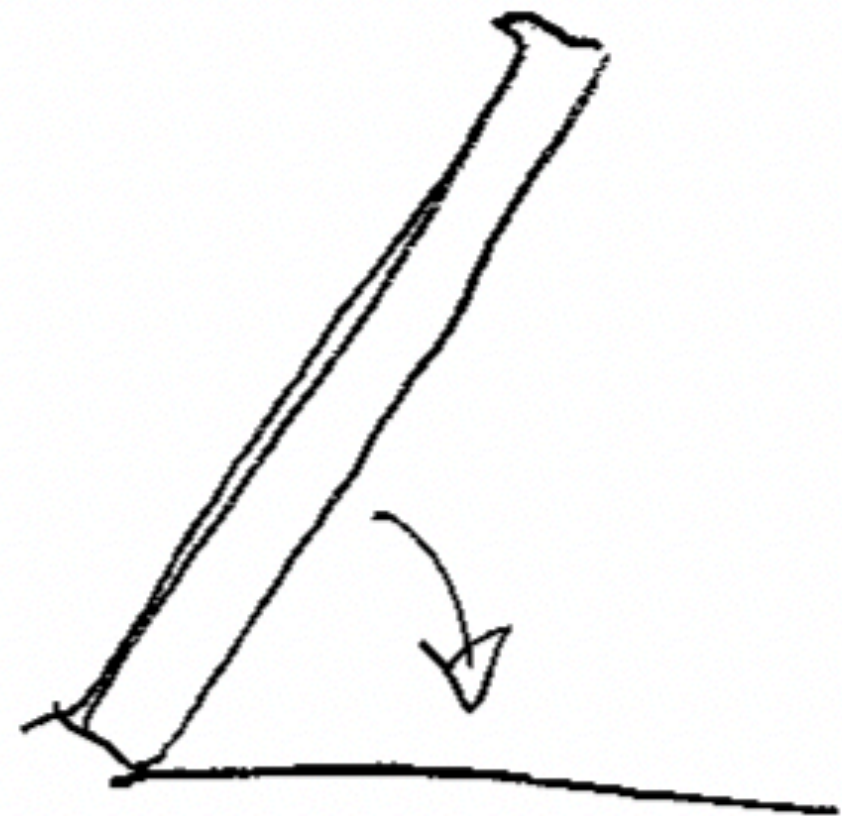
**Hello Flip...**

The background is an abstract composition of colors and shapes. On the left, there are vertical bands of light blue and dark blue. The center features a large area of teal and light green. To the right, there are sections of pink and red. A prominent white geometric shape, resembling a large triangle or a stylized arrow, points towards the right side of the frame. The overall texture is slightly grainy, suggesting a painted or printed surface.

Flip.

# Introducing: Flip

A new cover line...



Adjustable  
angle

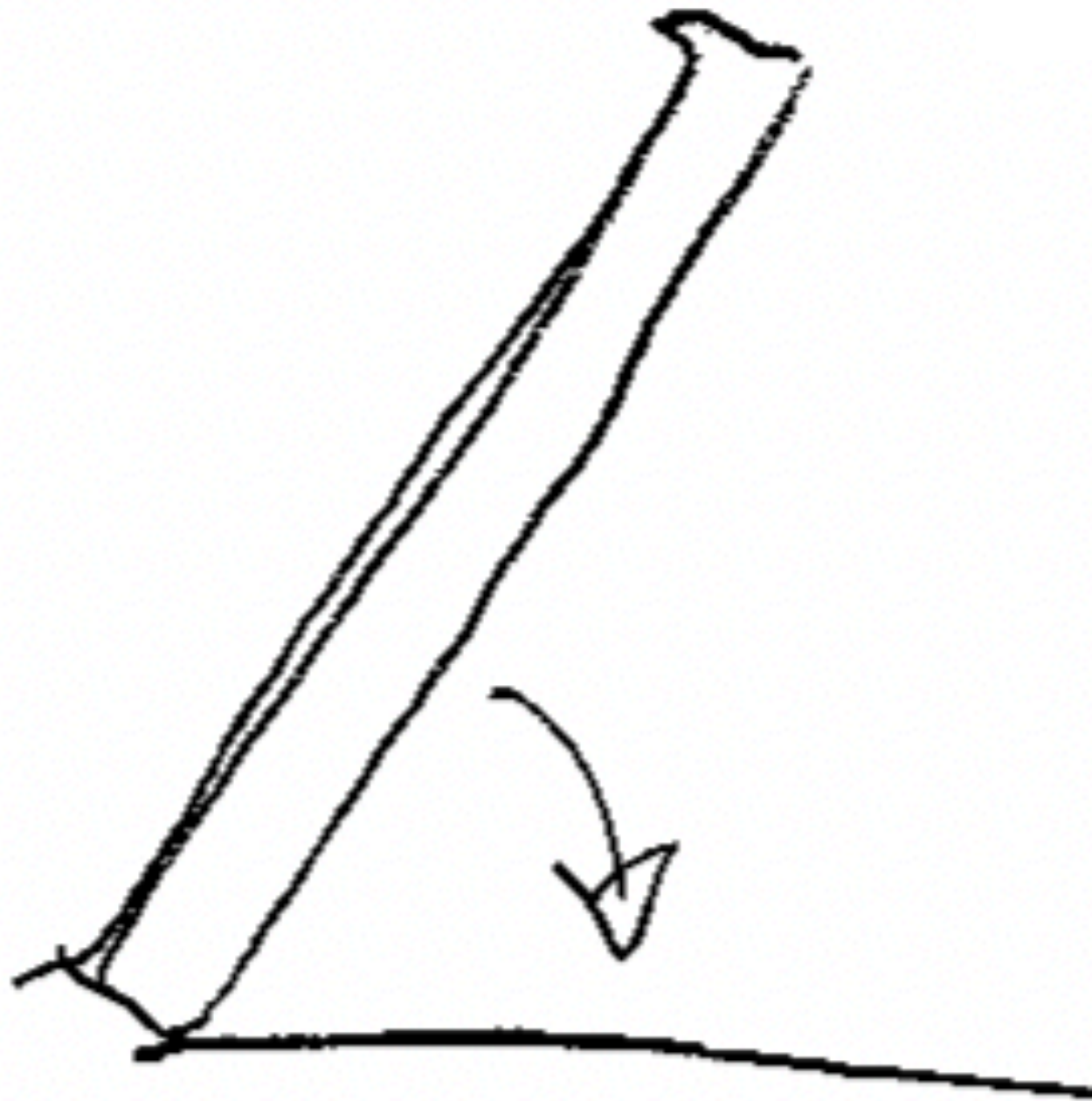
Robust  
opening  
mechanism

iPhone  
exposed

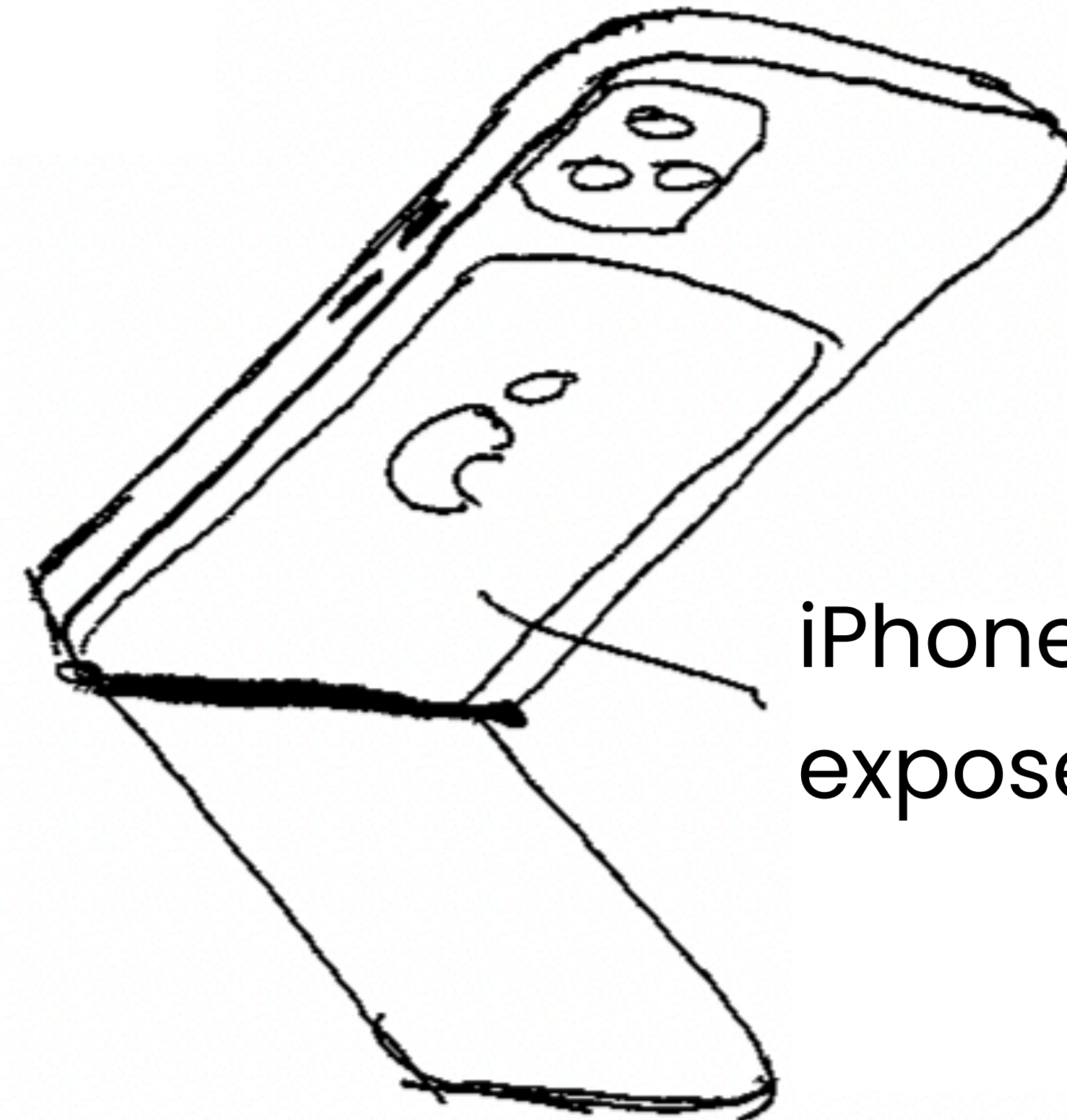
Stand part of  
cover itself

# Flip #1: Look & feel

OPEN



Adjustable  
angle



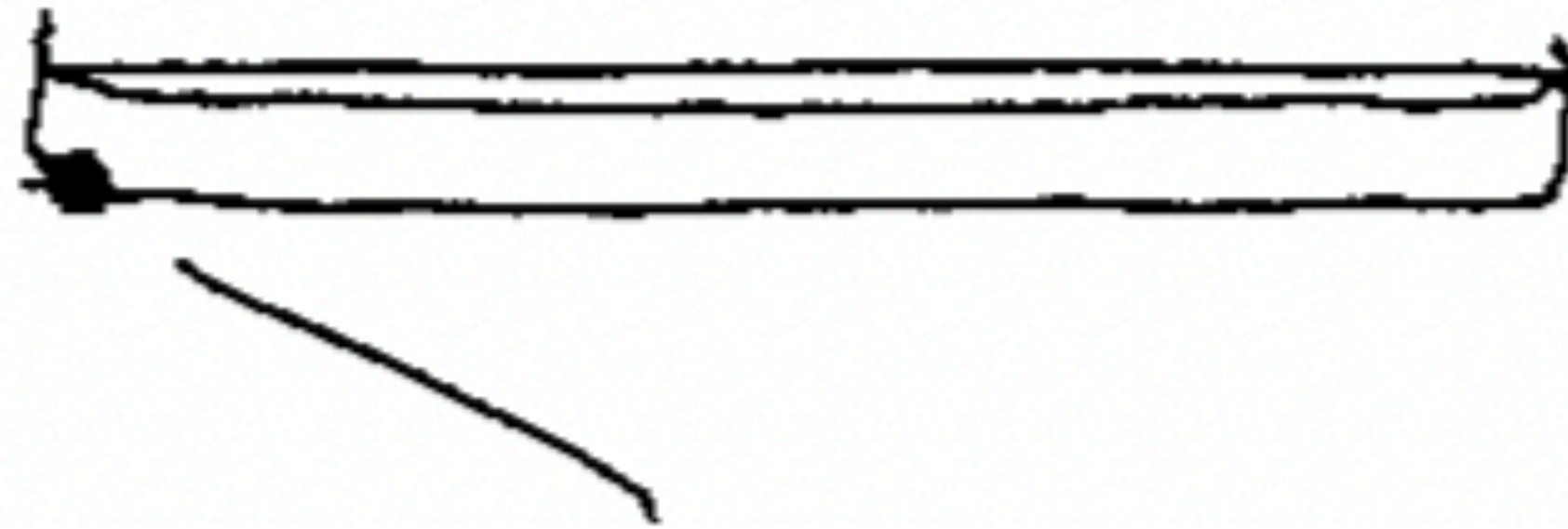
iPhone  
exposed



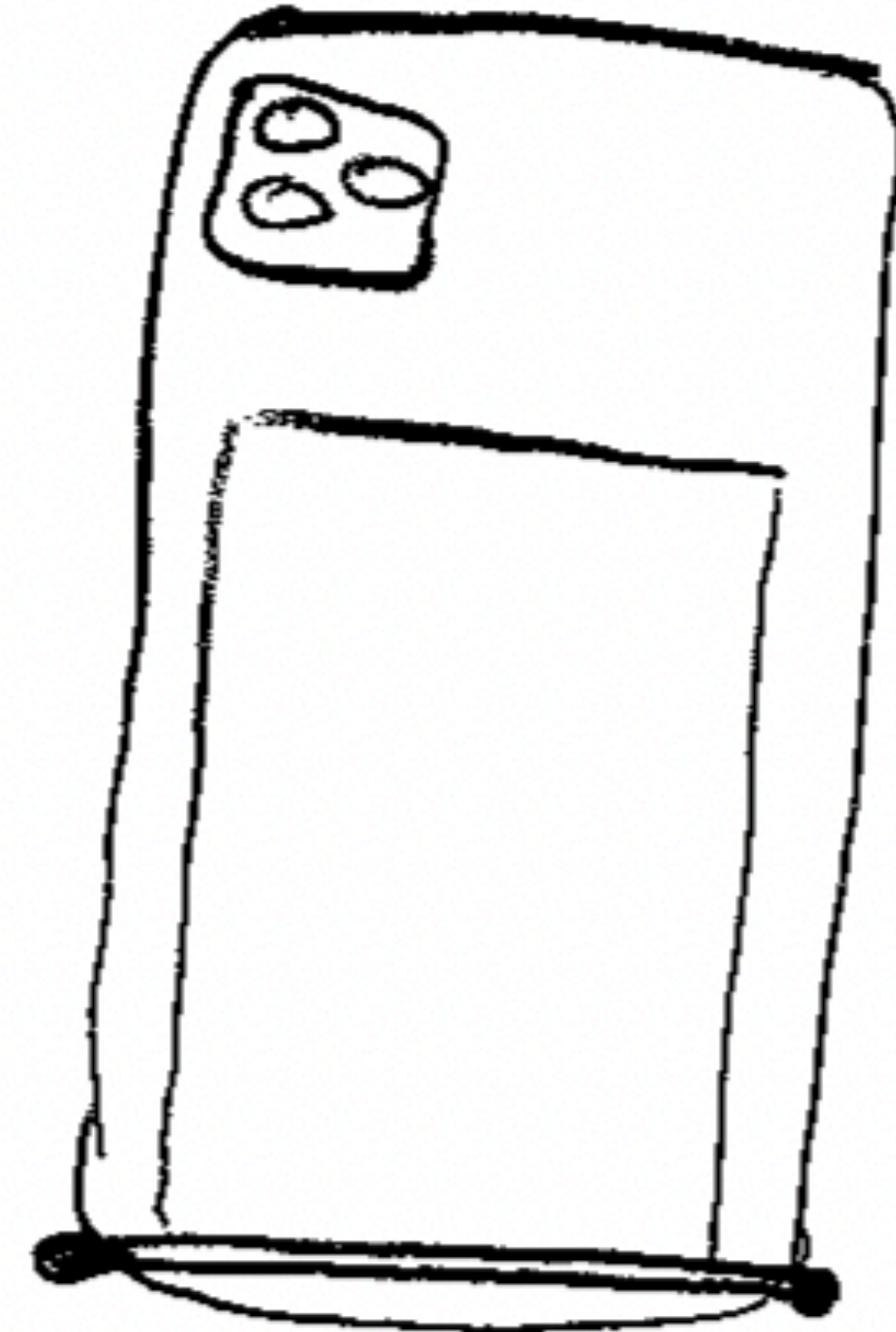


# Flip #1: Look & feel

**CLOSED**



Stand is itself part  
of the cover  
Adjustable

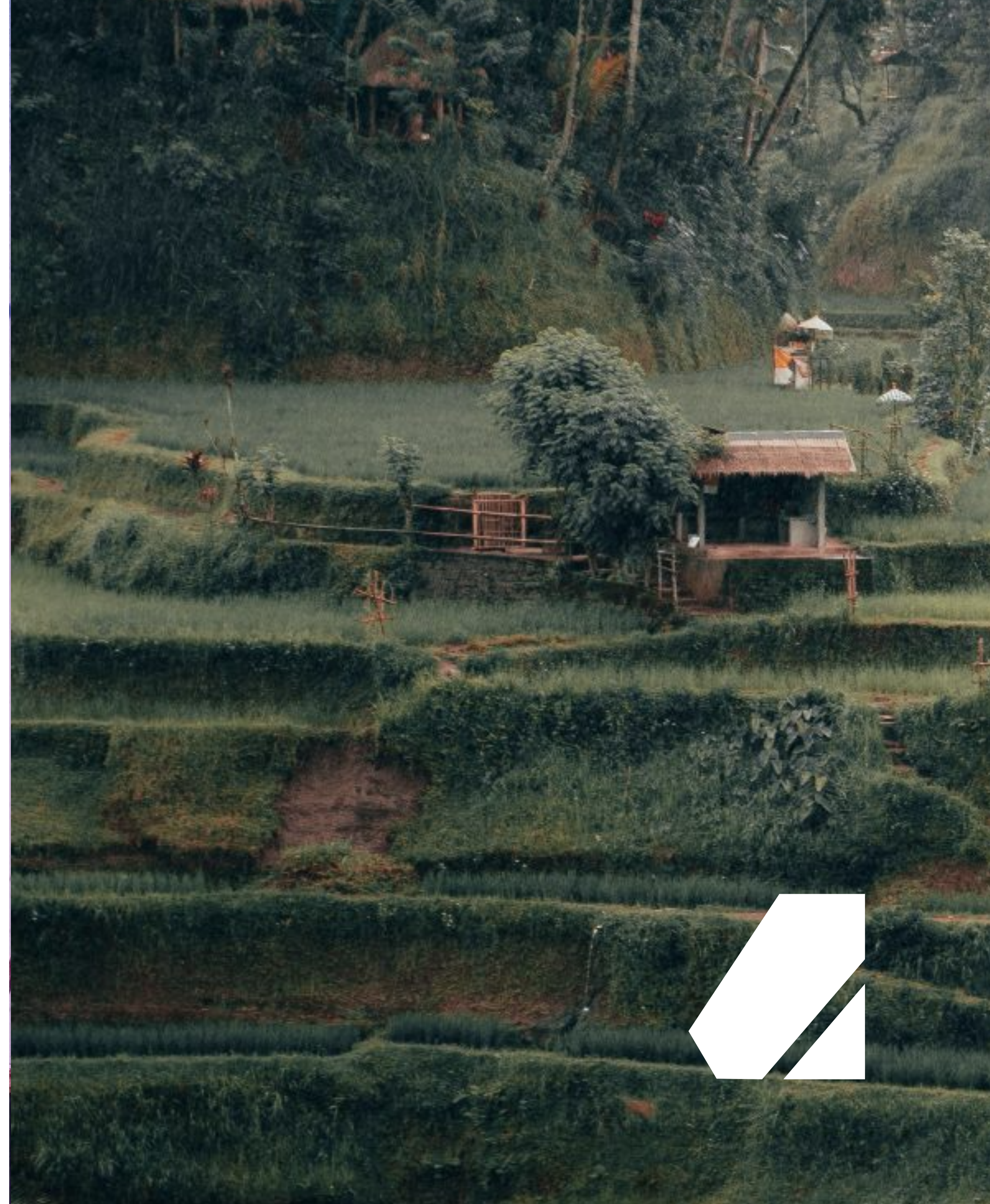


Robust opening  
mechanism



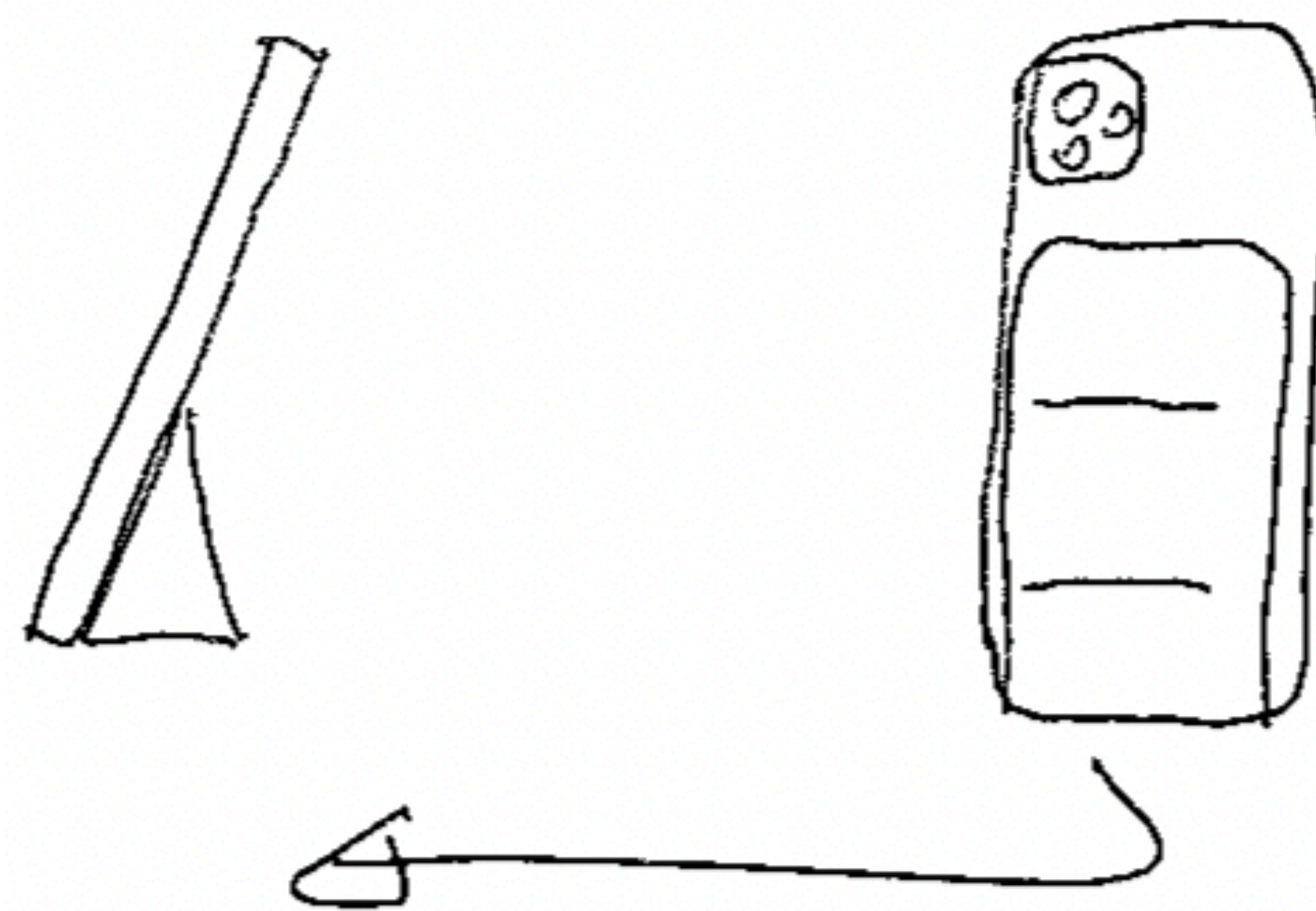
# Features

- Sleek case (eg. brown leather)
- Stand itself is the protective cover such that when it flips open, it exposes the back of the iPhone. This mostly will not matter, as when cover is open, the phone is sitting safely on a flat surface. The phone's corners continue to be protected.
- Robust opening mechanism which remains reliable
- Adjustable support angle
- The cover is thin, adding little extra weight and volume





# Flip #2: Alternative configuration



Folds into triangular support, similar to today's iPad covers



# Features

Affixes to phone magnetically when closed

Folds easily into supportive, triangular shape

Grippy surface

Sleek and intuitive

Sturdy

Disadvantage: Not as flexible (less adjustable)





**The Flip is an iPhone cover with a built-in stand. Your iPhone will be propped up with ease, encouraging handless video-calling. During the call, the phone remains stable and allows the user to engage more naturally or even multitask eg. eat or make notes**

Let's redefine the way  
iPhone users interact  
with their friends.

Phone to ear audio  
calls are out. Flip is in.





## Our coordinates

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## Say hello

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## Digital presence

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company/numastudio](https://linkedin.com/company/numastudio)