

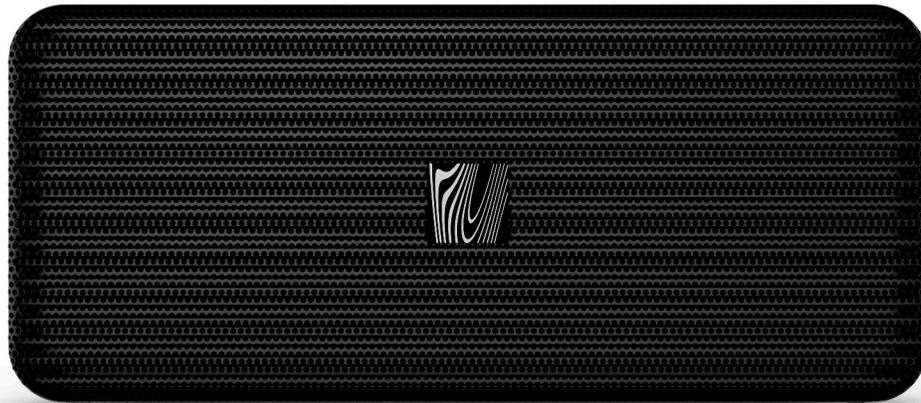
# SOUNDFREQ<sup>®</sup>

Design Notes:

A Soundfreq that never leaves your side

Pocket Kick

Ultra-Compact Wireless Speaker



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*When you're walking around with access to all the music in the world on your phone, it would be pretty nice to carry in your other hand something to share that music. So, Soundfreaq got small. Almost as small as your phone. Now, with Pocket Kick, you can bring a speaker with you that will fit in your backpack, purse, briefcase, and, of course, your pocket (so it's not just a cute name).*

Most of Soundfreaq's product line is designed for your home, and with good reason. It's where you spend a lot of your time. In our quest to bring more music into people's lives, it's a natural place to start. However, we realize that's not where you spend all your time. You're going to need music when you're out of the house as well. We're here to help you out.

Our goal with Pocket Kick was to design the best sounding, most practical speaker that could comfortably be kept on hand whenever you want it. We don't think the desire to share music should have to be premeditated. Wouldn't it be great to have a speaker with you when you wanted it? We do, so we designed Pocket Kick to travel anywhere you do, so you won't even have to think about it.

## ***Breaking Our Own Rules***

We had the pleasure of getting to break the design rules we had set for ourselves with our less mobile speaker systems. In our other designs, we hadn't shown much of a fondness for curves. For acoustic and aesthetic reasons, we've liked our speakers sharp and square, which also made sense to us when designing for the home because shelves and tables generally like to have flat, square things sitting on them.

Common sense (followed by carrying around a bunch of different models of different shapes and sizes) told us that hands, pockets, and other close quarters aren't such a big fan of sharp angles. Things are easier held, stowed, and retrieved when they've got

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*... hands, pockets, and other close quarters aren't such a big fan of sharp angles...*

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some smoothness to them, so we ditched the angles and went with a size and shape more comparable to a smartphone than to our other speakers. Considering this speaker is designed to be used in the same ways as a phone, that made sense to us.

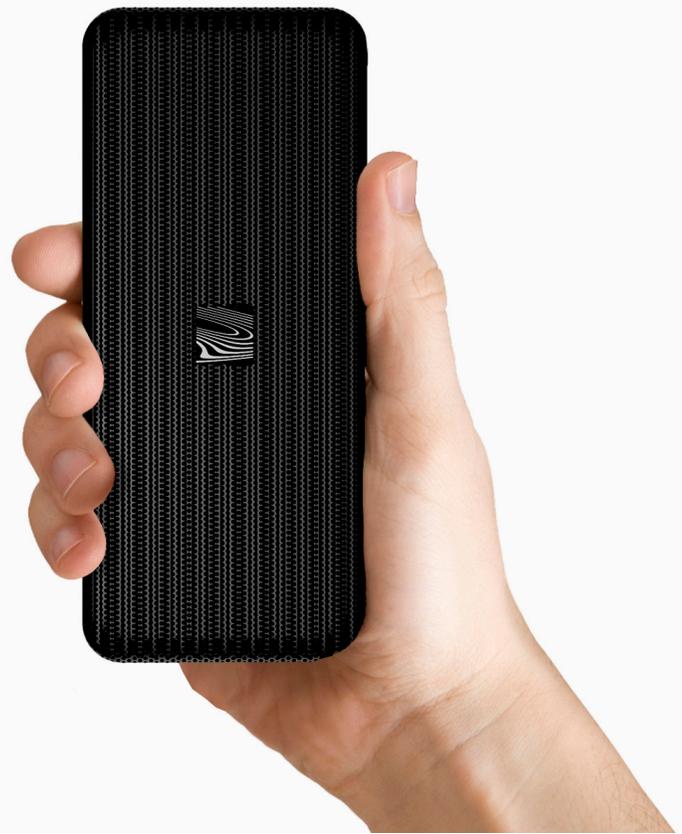
## ***Materials***

The conditions in your home are (hopefully) less hazardous than they would be for an item in transit. For that reason, we opted to go with a durable material that can take a little more exposure to the elements. So we used a steel grill, the same material that we used on the front of the portable Sound Kick that's both strong and optimized for air flow. We also added a steel grill to the back of the speaker, which allows for the high-end sound to pass through the front, and the lower sounds to get kicked out the back. The mesh allows for a good grip and comfort while holding Pocket Kick. The metal added about 1.5mm to the thickness of the device, but it remains thin enough to easily fit in a pocket or purse, so it's a tradeoff we think that our customers will happily make.

## ***Sound***

With goals of optimizing sound while minimizing the device size, there was a natural give-and-take from both the acoustic side of things and the design side. To address this, we acknowledged the acoustic limitations of a pocket-sized device, but that didn't stop us from sneaking around them whenever we could.

One of the nice things about abandoning the right angles and rigid geometry was allowing Pocket Kick to gain some size where it suits it. By rounding the edges of Pocket Kick, we were able to construct a pocket-and-palm friendly shape that fattened up slightly in the middle, allowing for more internal (size) volume, which allows for better, deeper



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bass and more (sound) volume. To further overperform from a volume standpoint, we tossed in something called a passive radiator. It works with the drivers to create more sound in less space which was the goal of the Pocket Kick from the beginning.

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*The sound crafted for Pocket Kick is much bigger than its small size would suggest*

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While it won't fill a concert hall, the sound crafted for Pocket Kick is much bigger than its small size would suggest. It bowls over the competition, not to mention your phone's internal speaker, in terms of clarity, low-end, and volume. And it still manages to fit in the palm of your hand, so we're thrilled with the result.

## **Features**

Because Pocket Kick deviates from the design of our other offerings it made sense to offer some new features with it. While a Bluetooth speakerphone on most speakers might seem unnecessary, if this speaker is going to be in your hand anyway, you might as well be able to make a phone call with it. So we added a speakerphone capability to the Pocket Kick, courtesy of Bluetooth.

Also, after designing Pocket Kick to go so many places, we wanted to make sure that it had a battery that allowed it to leave home for days at a time. With a ten-hour battery life, it's our expectation that it can travel for days without anyone worrying if it's due for a recharge. And if it is, it can power up using a micro USB charger, so you can charge it anywhere you can charge your phone, including your car.

Since this thing will be traveling all over the place with you, we decided to put it on a leash. So it's got a lanyard and loop that allows it to stay on your wrist, stroller, belt loop, bike, or almost anything else. It's hardly an innovation, but anything that makes it easier to bring music with you is a feature we feel is worth including.

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