

## Introducing

mband- the most interesting earphone accessory

A tiny accessory which gives you the power to control and create an impact on your earphone.



Company web: [www.mad-d.com](http://www.mad-d.com)

Campaign link: <http://igg.me/at/mband>

Facebook: <https://www.facebook.com/design.madd/>

Instagram: @design.madd

## MBAND- THE MOST INTERESTING EARPHONE ACCESSORY

A tiny accessory which will give you the power to control and create an impact on your earphone.

South Korea, Seoul, 13/07/2016 – New Startup Company MADD announced today that it is raising funds via a crowdfunding campaign on *indiegogo* to finish the development of their revolutionary earphone accessory. The company set out to raise \$8,000USD on *indiegogo* to finish development and produce the first batch of their latest invention that is going to change the earphone accessory market.

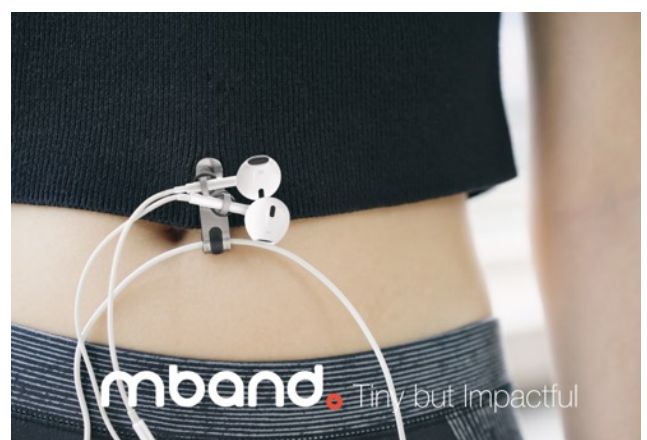
### Introduction

Although there are infinite mankind efforts and design in beneficial ways of using earphones and cables, but this new product will totally change the way of utilizing and creating a new revolution. Adding on to its benefit as an arranging tool for earphones and cable, it can definitely solve many problems and issues for the earphones. Most importantly, it's easy to use, interesting and addictive.

mband can be used individually or pair up with mclip for ultimate effects, both attach each other quick and seamlessly which will change the usage of earphones forever. Making earphone last longer, organized and no more tangled, dangling wires! Enhancing the way and every single possibility of usage on a earphone. The perfect accessory to gear up with the present earphone to achieve the best user-interaction! Tiny but impactful! With its pure and minimalist design, it suits for any look and style.

mband & mclip are created to make something common uncommonly well. The perfect accessory to gear up with earphone to achieve the best user-interaction! Attach the pair of mband on the both side of the earphone in an instant, easy to set up, comfortable to wear and looks smarter. Attach mband at the back of the neck, on mclip (having it clipped on clothes or even bags) or even attach it on any magnetic surfaces. Even if it's just for a short moment while ordering food or interacting with people, definitely makes you look smarter and your life easier!

“ An accessory for your audio accessory”



## NOT JUST AN ACCESSORY



**MADD project01 : mband - the most interesting earphone accessory**

A TINY ACCESSORY WHICH WILL CREATE AN IMPACT ON YOUR EARPHONE & IMPROVE THE WAY YOU USE AND THE POWER TO CONTROL...

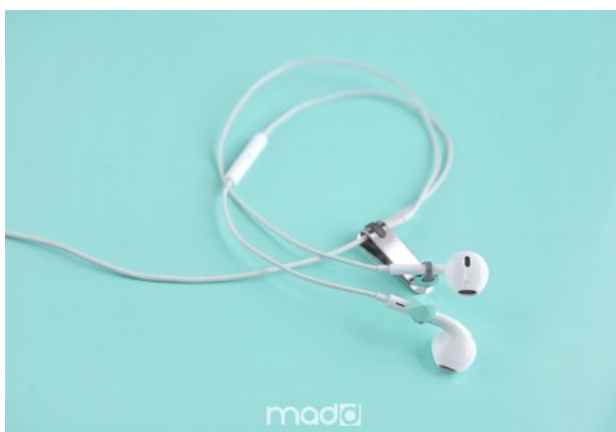
YOUTUBE.COM

Check out the VIDEO OF THE PRODUCT: <https://youtu.be/Gz7uNKRgLA>



“The perfect accessory to gear up with your earphone to achieve the best user-interaction!”

mclip - Fine Curves, sleek, classy, easy grip and reliable earphone clamp. Having a secure clamp and smooth surface, it's easy to adjust the cable. Control the way of using your earphone and utilizing every single possibility with it by clipping it on your clothes or even bags. mband can also be used for cables to attach on desktop screen or any magnetic surface.



## DESIGN & CHARACTERISTIC



**STRETCH GOAL**

MINT PINK BLACK  
GEM Available

		<b>STRETCH GOAL</b> \$5,000 <small>It will be unlocked if the fund raised to 5k. Available as an option when it's unlocked</small>
		<b>STRETCH GOAL</b> \$10,000 <small>It will be unlocked if the fund raised to 10k. Available as an option when it's unlocked</small>
		<b>STRETCH GOAL</b> \$15,000 <small>It will be unlocked if the fund raised to 15k. Available as an option when it's unlocked</small>
		Will Launch More Options

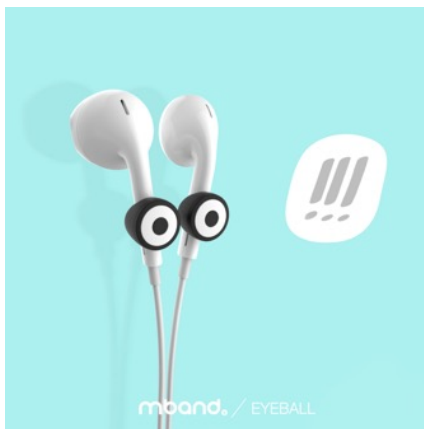
Band color is Grey

mband. COVER ACCESSORIES

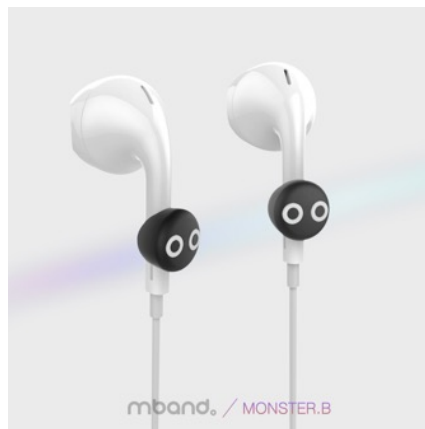
Stands out from the crowd with unique style and characteristic mband. mband can also spice up your look as a fashion accessories, looking as an ear stud. More design will definitely be coming out in the future.

As for the fund-raising campaign, MADD released the basic feature design GEM-PINK, MINT, BLACK to be selected from. And stretched goals to be unlocked when the goal reached \$5,000USD onwards.

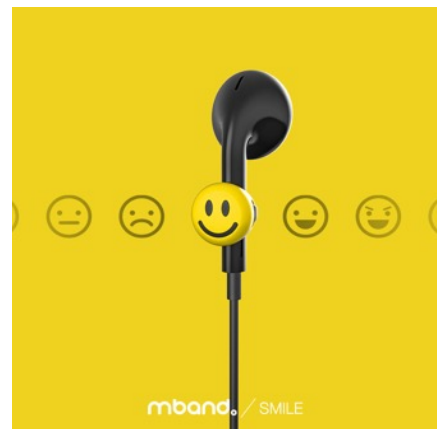
### STRETCH GOAL DESIGN:



Fund raised \$5,000USD



Fund raised \$10,000USD



Fund raised \$15,000USD

### FUTURE POSSIBLE COLLABORATION:



## ABOUT MADD:

MADD ( make a dream design )

MADD was set up at South Korea, Seoul on 01/01/2016 and is owned by Jung Daehoon and Mary Liu. They are product and brand designers who create, define and design brands by connecting creative flair and smart thinking. Determined to create meaningful and brand experiences through a dynamic approach and a collaborative process. They are **dreamers** who always reach for the most ambitious goals.

Filled with dreamers who always reach for the most ambitious goal, they believe the possibility of having a dream design come true as nothing will happen unless dream first. One of madd dream is to improvise an existing product to a even better, user-friendly product. They believe that our products will create a positive change in daily life gorgeously!

The main founder of MADD, Jung Daehoon is a reputable futuristic and award-winning product designer ever since 2003, achieving many futuristic product design awards from example: red dot award, IDCiA, KIDP and many more. Years of experience in famous company and having featured in press ever since he started out his design journey. We are sure that he will continue to surprise us with his work in his new startup company. Check out his portfolio: (<http://gz-breath.com>)

## CONTACT:

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Campaign link : <http://igg.me/at/mband>

Website : [www.mad-d.com](http://www.mad-d.com)

Facebook : <https://www.facebook.com/design.madd/>

Instagram: @design.madd

Youtube: <https://youtu.be/Gz7uNKRgLgA>

Download high-res//unmarked images here.

[http://gz-breath.com/madd\\_publish.zip](http://gz-breath.com/madd_publish.zip)

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THANK YOU!