



## UNIFY YOUR DOCKING

PRESSKIT 2016  
ENGLISH



**udoq is the first  
universal docking station  
patented\* worldwide  
for mobile devices  
of any brand or generation.**

\* Patent application (status 06/20/2016):

EU-PATENT (PCT), applied for 02/03/2016 under No. 2776898

Status: granted

US-PATENT, applied for 01/03/2016 under No. 14356758

Status: granted

JAPAN-PATENT, applied for 02/19/2016 under No. 2014-540496

Status: granted

CHINA-PATENT, applied for 09/10/2014 under No. 201280066666.6

Status: pending



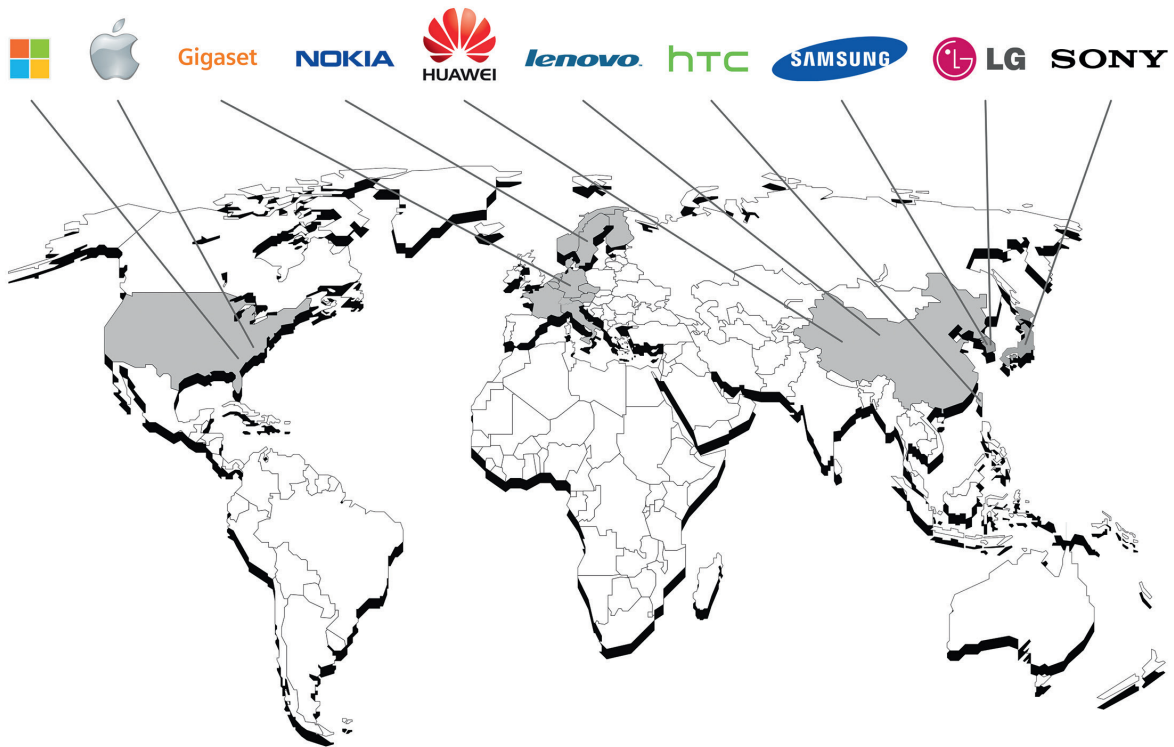
udoq\_Vision.jpg

## Our Vision

udoq will help avoid millions of tons of electrical waste

The number of mobile devices worldwide is estimated at four billion – with a rate of growth greater than the population itself. The volume of charging stations, cables and discarded mobile devices in the near future cannot be estimated. Our vision is to avoid this quantity of electronic waste – for a better world!

**udoq is part of a new generation of intelligent products that intend to protect the environment.**

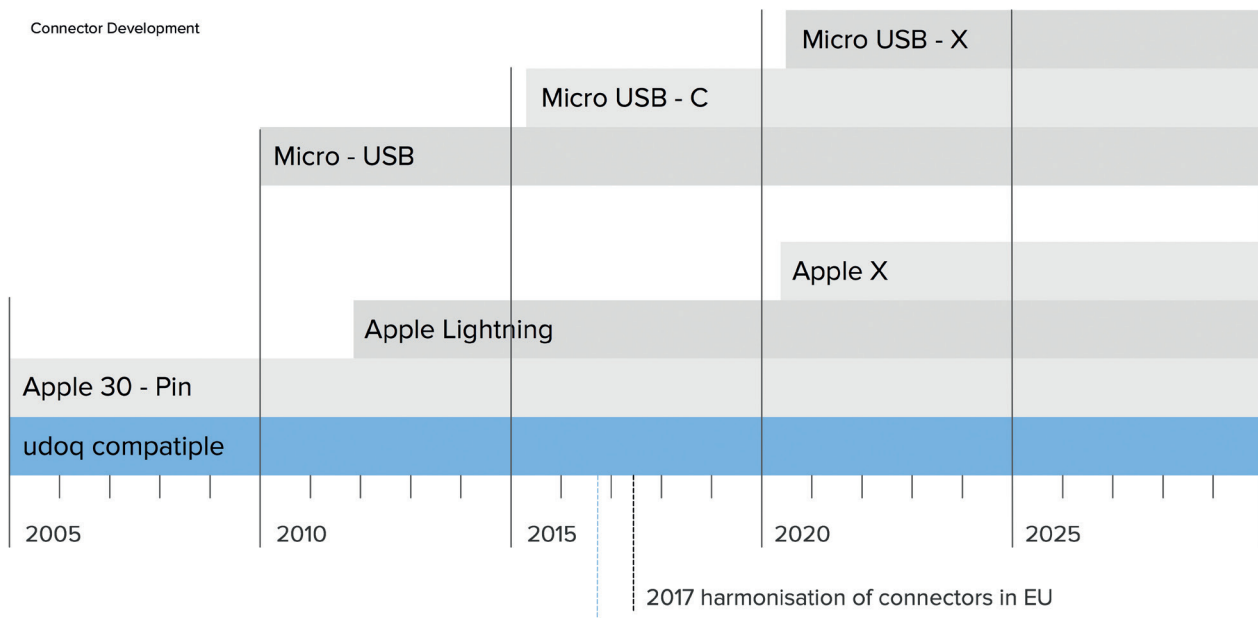


udoq\_Mission.jpg

## Our Mission

Unifying standards!  
udoq unifies all mobile device  
manufacturers with one universal  
docking station.

**udoq unifies all common  
charger plugs of any brand  
or generation in a universal  
docking station.  
No matter what mobile device  
– they all fit udoq!**



udoq\_Nachhaltigkeit.jpg

# Sustainability through compatibility

## udoq outlasts all product cycles

The unbelievable performance of our mobile devices has been made possible by ever-faster processors that have undergone rapid development since 2005. The bottleneck between mobile devices, desktop computers and charging stations is the charger cable. Each year, higher performance cables and plug connections are being developed in order to meet the continually growing power requirements of mobile devices. In addition to the considerable number of independent solutions offered by individual manufacturers and various USB standards, in recent years the micro-USB port and the Apple Lightning connector have established themselves.

udoq not only makes micro-USB and Apple Lightning connections available, but it also provides for Apple's older 30-pin- and the new USB-C charger plug. Regardless of the solution that the EU will require as of 2017 to harmonize charger plugs, udoq is compatible with all old and new charger plugs and will even adapt to technologies that are not known as of today.





udoq\_Made\_in\_Germany.jpg

## Design and Technology

### Made in Germany

udoq is developed and designed in Germany according “German engineering“ standards. Designer Marcus Kuchler and his 10-member team of engineers and designers worked on the development and manufacture of the udoq in Munich for three years. The minimalist design and patented technology will make udoq one of the most desired innovations in the world.

**udoq combines lifestyle and “German engineering“ in a unique product.**



udoq\_idee.jpg

## The revolutionary udoq idea

udoq provides all common mobile devices with a universal docking station by separating the electronics from the mechanics.



udoq\_USP1.jpg

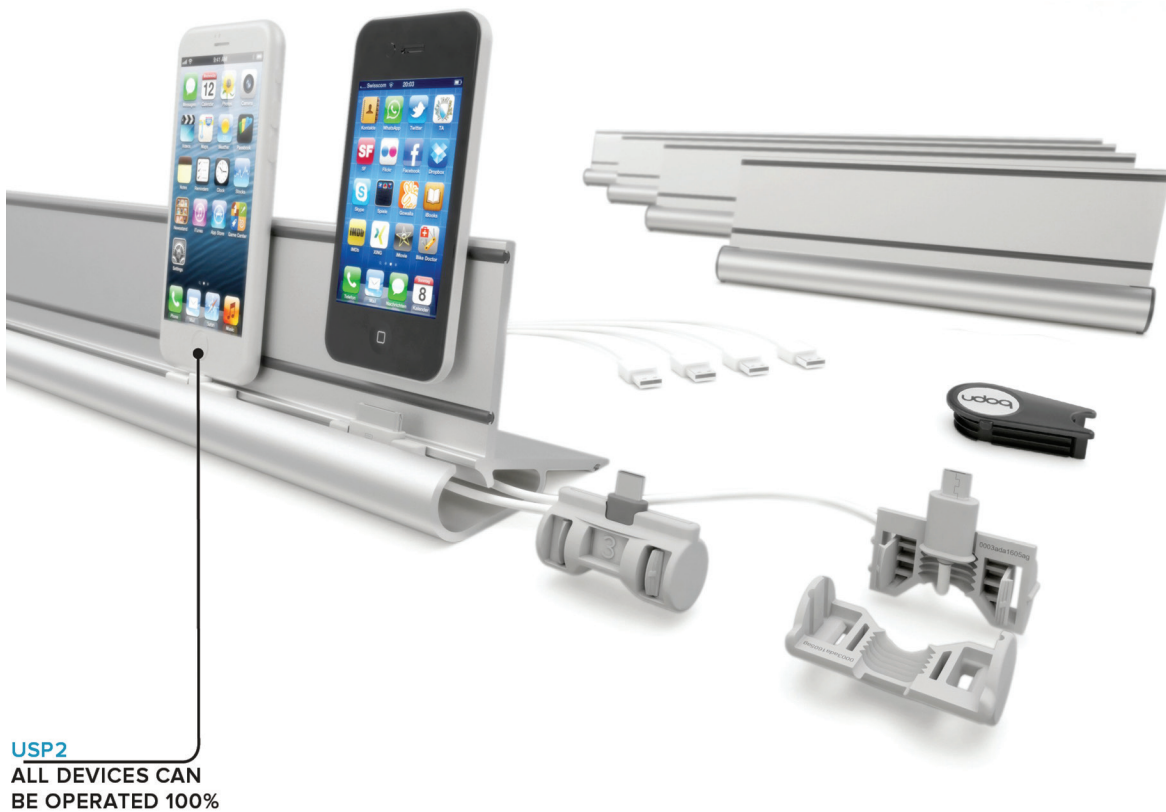
# USP 1

udoq is 100% customizable.

The user can customize his own udoq simply and 100% individually with exchangeable udoq charger cables. Depending on the number and size of the mobile device, any of a variety of desired charger cables can be imported into the udoq rail. Additionally, different udoq rail lengths are available. The user can set-up his udoq individually by using the configurator on the udoq website.

The udoq configurator at [www.udoq.eu](http://www.udoq.eu) makes setting-up the udoq very simple.





**USP2**  
**ALL DEVICES CAN**  
**BE OPERATED 100%**

udoq\_USP2.jpg

## USP 2

All devices are 100% operable.

udoq makes it possible for the user to clearly see and operate all mobile devices without limitations. The linear, vertical line-up of the mobile devices makes it possible to use all mobile devices 100% while charging – in contrast to the usual charging stations. udoq is far more than a mere charging station – it is a universal, multifunctional docking station. Cell phones, tablets, music players or e-readers can therefore be used as a music terminal, television, picture frame or to control household technology.

**udoq is more than a mere charging station:  
udoq serves as a universal, multifunctional docking station.**



udoq\_idee\_USP1\_USP2.jpg

## The revolutionary udoq idea

Separating the electronics from the mechanics

### USP 1

udoq is 100% customizable.

### USP 2

All devices are 100% operable.



udoq\_Einsatzbereiche.jpg

## Limitless range of uses

At home, in the office, at the hotel

The udoq range of uses is just about limitless. Udoq can help organize mobile devices anywhere they are used: At home in the entrance way, in the living room, in the kitchen and even in the bedroom. Offices are perfectly suited for using the udoq.

A udoq docking station in a hotel room will provide the ultimate luxury in the future.

**udoq ends the annoying search for cables and combines organization and design anywhere.**



udoq\_im\_Handel.jpg

## udoq in business

udoq will be available precustomized in four lengths.

As of October 2016 udoq will be available in 250 mm, 400 mm, 550 mm and 700 mm lengths at the online shop and in retail stores. Nearly all mobile devices fit the pre-customized, complete udoqs.

udoq is available as a plug & play product: The four most common charging plugs (Apple Lightning, Apple 30-pin, micro-USB and USB-C) are already inserted in the udoq rail. The type and number of charging plugs can be expanded as desired.

The udoq can be retrofit very simply at the udoq shop at [www.udoq.eu](http://www.udoq.eu).





udoq\_Marcus\_Kuchler.jpg

**“Hidden Champion“  
Marcus Kuchler, the developer  
sought-after by renown  
manufacturers, presents his  
own masterpiece – the udoq.**

# Marcus Kuchler

## Munich designer

Marcus Kuchler is the owner and business manager of marwin PRODUCT DEVELOPMENT, headquartered in Munich. For over 25 years he and his company have stood for the development of highly innovative products that span across industries for national and international brands. Over 250 products invented, designed and developed by marwin to the point of readiness for the market are available worldwide. Distinguished by renowned awards, today these belong to the most desired classics of industry. His Porsche Lifestyle accessories, Adidas ski glasses and RIMOWA brand luggage are known throughout the world. The products developed by Marcus Kuchler and his 10-member team extend far beyond known-name design – their technical knowhow at “German Engineering“ standards and their international knowledge of design make them a desired development partner right from the start. As the “Hidden Champion,“ Marcus Kuchler’s now presents his udoq masterpiece and introduces it to the public for the first time.

[www.marwin.eu](http://www.marwin.eu)



udoq\_Das\_Schluesselbrett.jpg

# The key holder for mobile devices

## The key holder for mobile devices.

Who hasn't experienced this: Where is the cell phone or the tablet? Who took the charger cable for the old iPod? Gone are the days when mobile devices had to be searched for all over!

udoq represents the first universal docking station on the market that unifies everything clearly arranged– something common charging devices cannot do.

## Market conditions for charger stations

Currently, Apple, Samsung, and Huawei and company offer more or less individual solutions for every mobile device. Accessories manufacturers put charging stations on the market or simple mobile device holders in tray- or box form with loose cables. Millions of charging stations therefore wind up as scrap when the cell phone is discarded. Mobile device holders do not permit operating the device, are inconvenient to operate, look clumsy and also land on the scrapheap when the number or size of mobile devices changes.

## A brilliant idea

In order to put an end to this electronic waste and to produce a new type of usefulness, the Munich designer Marcus Kuchler has invented the first universal docking station for mobile devices of any brand or generation – the udoq. For the product developer – who works for renown manufacturers such as Porsche, Adidas and RIMOWA – the udoq represents his own product for the first time. The udoq is more than a design gadget– it will contribute to preventing millions of tons of electronic waste by having the electronics and the mechanics separated from one another for the first time. udoq is therefore the first universal docking station for billions of different mobile devices.

## udoq is comparable to a key holder

In contrast to mobile devices, everyday objects such as key holders have a central storage location in most households. This is practical, aids organization and provides assurance. udoq, representing the first universal docking station, provides a unique benefit: by separating the electronics from the mechanics, all common mobile devices of any brand or generation can be unified on only one device.

Instead of loose cables or various charging stations, from now on a user only needs udoq. In this way mobile devices can be charged and operated at the same time without limitations. udoq can therefore be used as a universal, unlimited "control center" at home, in the office or at the hotel. Cell phones, tablets, music players or e-readers can be used as a music terminal, television, pictureframe or to control household technology. Countless test installations have shown that unused mobile devices can be reinvigorated with new functions on a udoq. The range of applications for the udoq is so multifaceted that its use has no limits.

udoq is available in retail trade in four lengths of 250 mm, 400 mm, 550 mm and 700 mm. Nearly all mobile devices fit onto the complete, pre-customized udoq. The four udoq charger cables included thus cover nearly 90% of the world-wide plug market. Additionally, at [www.udoq.eu](http://www.udoq.eu), the udoq configurator and the udoq shop can very easily provide an individual udoq setup or a retrofit. udoq is currently available in matte-finish aluminum. An inductive charger adapter as well as anodized varieties are being developed. The minimalist design and the innovative technology will propel the udoq to one of the most desirable innovations worldwide.

Price: udoq 250 (250 mm), EIA 99.00 euro. Available in the autumn of 2016 at the online shop and in specialty shops

## Introducing udoq to the market

udoq will be introduced to the market in the autumn of 2016 via a crowdfunding platform. Thereby, 10,000 udocs will be offered in staggered price segments with discounts of up to 70% via the [www.kickstarter.com](http://www.kickstarter.com) platform.

The inventor and manufacturer are promised a maximum viral distribution for udoq as a result of the level of innovation, targeted price reduction for first-time orders, and the uniqueness of the product in the market. The end of the 30-day campaign should create the foundation for operating online shops in the EU, the USA and Asia. In contrast to common products on crowdfunding platforms, udoq is already being produced and is available immediately at the end of the crowdfunding campaign. During the kickstarter campaign, B2C sales will be started over the classic channels in order to also make the udoq available in retail outlets. Partners like CHERRY and GIGASET have already expressed interest in a licensing agreement or sales through the most varied channels. There is already an agreement with a partner to equip hotel rooms.

Planning: year / number of units / turnover / countries:

2016 / 10,000 / 1 million euros / D, A, CH, UK, USA

2017 / 50,000 / 5 million euros / EU, USA, TW

2018 / 200,000 / 20 million euros / EU, USA, TW, JP, CN

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Status: pending

### Market conditions for charging stations

- In Germany 93% of households have at least one mobile phone, mostly a smartphone, and fully 30% additionally having a tablet. The potential in the world market is far greater.

- The charging intervals for mobile devices is continually growing shorter as a result of recent, ever more powerful processors and applications that require more energy. Daily charging is absolutely required.

- During the daily charging procedure the device is usually placed randomly on a surface, such as a desk, drawer, work tables, etc. An adapter that often fits only one mobile device (micro-USB, Apple Lightning, Apple 30-pin, USB-C) rapidly leads to disorganization and confusion.

- Conventional charging stations are usually conceived for only one mobile device model, the electronic standard for which changes almost yearly. The life cycle of the charging stations is therefore extremely short. The available mobile device holder makes its way to the scrapheap as soon as a new smartphone is acquired in the course of a contract extension, further contributing to the worldwide problem of electronic waste.

- Charging trays into which mobile devices are plugged or placed one after the other to plug into an available charger cable do not provide for organization or ease of operation and can lead to confusion.



# udoq

## Contact

Experience udoq at:

<http://udoq.de/de>

<http://udoq.de/de/configurator>

<http://udoq.de/de/shop>

Contact:

[press@udoq.de](mailto:press@udoq.de)

marwin PRODUCT DEVELOPMENT

Agency for design, product design, industrial products design,  
inventions and product development

Founded in 1990

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