PRESS RELEASE 2 Pages: Nov 2010



# IDAPT i4 Four-way Universal Desktop Charger - Charges 4000 devices, four at a time!

IDAPT announce six new versions of the best-selling i4, in multiple colours and with custom tip sets. Using a highly efficient internal power supply, the i4 only needs one mains lead vs. four ugly wall plug transformers and four mains sockets used - This is the only gadget charger you will ever need.

# IDAPT i4 - Universal Desktop Charger with USB - £39.99 NEW NOV 2010 - Six Custom Colours & Custom Tip Sets via web-store

- Charge up to four devices simultaneously iPhone / iPod / iPad / Blackberry / Kindle compatible
- Stylish design, High-power USB charging port, LED charging indicators and more
- Highly efficient use of power, space, wall sockets and resources
- Unique charges iPad with high-power USB port
- NEW Colours Light Blue Lime Green Matt Black Metallic Blue Hot Pink Scarlet Red

The IDAPT i4 is a brilliantly simple wire-free charger, using robust interchangeable power tips to charge 4000+ devices directly and USB to cover more. it will charge AA batteries, PSPs, Nintendos, Sat Navs and more, as well as almost every phone, smartphone, tablet and MP3 player on the planet.



**Green Points** Most chargers waste 50% of energy used. IDAPTs are far more efficient and permit users to have only 1 charger for all electronic devices, leading to major recycling benefits. Unusually, IDAPT has an 'off' switch - simple, but turning a charger off, is one of the greener things anyone can do.

**No wires - but not wireless** Wireless chargers need expensive power sleeves on every product used and/or need bulky adapters to dock iPods and adapters with wires sticking out for USB. Current models also need their own external power-supply and as they sit flat, they take up a lot of room on a desk. - no contest!

Any home or desk will benefit from an IDAPT, rat's nests of cable can be retired and mobile phones and devices can be neatly stored on an IDAPT ready to go. Phones and players sit upright on a sprung base and can easily be removed to go.

#### **CES 2010 AWARD WINNER**



#### IDAPT i4 - £39.99 4-way Universal Desktop Charger

- -three modular charging ports
- 6 popular tips supplied
- one universal USB charging port
- black, silver or white finishes

#### IDAPT i4 Custom - via web-store

- choice of nine colours and/or
- 4 tip custom set

#### **Quick-release Charging Tips**

- extra tips £5.99
- AA/AAA battery charger tip £11.99

PHOTOS - robfollis.com/photolibrary



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MP3 / MP4









Cell Phone HeadSet

GPS

SmartPhone

Game Player

Digital Camera

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# The IDAPT i4 Four-way Charger

- sleek flat desktop design with non slip feet
- small footprint, less desk space used
- light and easily portable for travelling
- highly-efficient built-in charging circuits
- internal power supply with 14 watts total capacity
- one mains lead with a power-off switch
- 3 charging ports with LED charging indicators
- universal high-power 850ma USB charging port
- quick-release access to change charging tips
- sprung strain-release bases for product longevity

# - IDAPT's Patented Quick-release Tip System

- plus additional high-power USB port
- wide compatibility today and in the future
- universal, the current 25 tips cover 4000+ devices
- tips simply plug in and out of the IDAPT base
- tips are articulated and will move if the product is knocked, preventing damage
- six popular tips are supplied with each charger
- order custom four tip sets via the website
- IDAPT is committed to developing new tips
- coming soon multiple cameras
- coming soon Wii controllers and more

The i4 costs just £40 and unlike the much-hyped 'wireless' chargers, involves no expensive charging sleeve to buy for every product a consumer owns.

# Remarkable value



# **Powerful**

The 14 watt IDAPT i4 can charge any four devices simultaneously. Most multi-chargers do not have the power to charge more than one item at a time and most cannot charge an iPad.

### Case or No Case - No Problem

IDAPT will charge most products in their cases or sleeves. Standard docking chargers for iPhone, iPod etc will not accept anything with a case. Wireless Chargers need unique, expensive and bulky power sleeves.

## **Use IDAPT anywhere**

Home: the complete family solution - Office: perfect for visitors, boardrooms, desks or anywhere Hotels: a great quest benefit - Travel: just one mains lead and multiple tips for all travel devices

#### In the IDAPT i4 box

1 x IDAPT charging base with 6 x popular charging tips (or custom ordered set) iPod / iPhone tip (latest generation compatible) - microUSB tip - miniUSB tip Nokia 2 tip - Samsung 4 tip - Sony Ericsson 2 tip

- 1 x Mains lead with country appropriate plug
- **NEW Colours -** Light Blue Lime Green Matt Black
- NEW Colours Metallic Blue Hot Pink Scarlet Red
- Standard Colours: Gloss Black, Silver and White

The current range of tips as of November 2010 charge over 4000 mobile devices and new tips will be introduced on a regular basis, making IDAPT future-proof.









MP3 / MP4









Cell Phone HeadSet

GPS

Game Player

Digital Camera