

LAUNCH
PAD
PLATINUM

ALWAYS ON CALL

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THEY SAY THE MAGIC OF ANY GADGET lies in its simplicity. The ubiquitous smartphones we all use often sacrifice simplicity in order to offer ever more complex services — multiple apps, multitasking ability, video functions etc. Yes, life without smartphones today is almost lacking in that extra buzz. But there are moments when a few of us may pine for the days when mobile telephony was just about basic calls and texting.

If you want to try out life in the mobile phone slow lane, you might want to try the Punkt MP 01 that only offers call and texting functions and that's robust but stylish. One corollary of having fewer

functions is that the phone also has a whopping battery life.

"It's the rediscovery of the mobile phone," says Jasper Morrison, British product designer and designer of the MP 01. "The Punkt. MP 01 Mobile Phone integrates unique hardware and software design to achieve a new level of simplicity."

The simplicity lies outside as well as on the inside. So, forget touchscreens and swiping across the screen to scroll or feed numbers. The MP 01 gives you tactile pleasure what with round 'hard' buttons for navigating, selecting and dialling. Also, forget about larger-than-palm sized, bulky phones as this all-black handset — that measures 116.5mm x 53mm x 14.5mm and weighs only 88gm — is comfortable to hold (in pic left) while its moulded back plate allows it to sit easily on any surface.

Things are relatively simpler under the hood too. With high quality audio calls, basic text functions, clutter-free user interface, and basic features like alarm clock, calendar and bespoke ringtones, the MP 01 is a break from all that jazz of a smartphone. What's more, if you are looking for longer talk time, this beauty's 1,000 mAh battery packs in 290 minutes of talk time and 500 hours of standby time.

Apps? Sorry, not on this device. Says Petter Neby, founder of Punkt: "The MP 01 is an alternative to devices that deliver richer applications and services, and it sets out to satisfy the unmet demand for basic functions and excellent usability (in a mobile phone)."

Neby admits the 2G-enabled MP 01 is not a replacement to your smartphone. "But it is a tool designed to help us all 'switch off' and recharge," says Neby.

Neby says their target clients are those who are overwhelmed by advanced technology and need a secondary device to maintain their privacy.

In case you are wondering, Punkt does pack in some New Age trappings that are quite handy for people on the go. So the MP 01 comes with Bluetooth, a micro SIM, a Gorilla Glass 3 screen with anti-reflection and anti-fingerprint coating, and a micro USB.

The MP 01 was launched at the London Design Festival this September and is about to go on sale globally at end November. The phone, priced at \$295 (around Rs 20,000), can be shipped to India as well (shipping costs are extra).

So take a call on keeping life simple. **P**



Punkt MP 01

USD **295**
(around Rs
20,000)

