



UNDER EMBARGO UNTIL
MAY 22 6:00 AM PST

Dear Weary Traveler, Salesman, Student, Housewife & man... Reclaim Your Posture with iMoov's Ergonomic Multi-Device Laptop & Tablet Stand and Keyboard

iMoov's Astuto (stand) and Teclado (keyboard) in a compact bag help improve productivity & posture for any electronic device user, anywhere!



Editorial Summary

The unique ULTRAPORTABLE stand for ALL your devices, ANYWHERE !

- The ONLY stand that combines the following key features:
 - Multi-device & universal (Compatible with any laptop, tablet or smartphone, with or without case, many positions,...)
 - Ergonomic (say goodbye to the "tech neck", backaches)
 - Compact & foldable (size of an iPad), set up in five seconds
 - Usable EVERYWHERE (no need for a desk or horizontal surface, but of course also usable on a desk)
- Keyboard with Bluetooth function that remembers up to three devices
- Trendy bags that fit various combinations of the stand, the keyboard and personal devices
- Kickstarter campaign begins today with a goal of US\$ 50k and estimated first shipping date of October



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San Francisco, CA – May 22 – A weary business traveler, André Heyen, was suffering from severe back pain. Intent on improving his posture and helping his fellow travelers suffering similar aches, André and his team invented iMoov solutions. This includes the most versatile multi-device and ergonomic portable stand, **the Astuto**, that allows user to use their eDevices virtually anywhere; an ultra-slim multi-OS Bluetooth keyboard, **the Teclado**, that has a memory for 3 connected devices; and last but not least a series of stylish colorful bags, **BagIT 10 & BagIT 14**, that fit these items to carry on the go.

As more people are constantly on the move and are working on the go, there is a higher demand for ergonomic solutions adapted for digital nomads, actually any user of eDevices! iMoov's ergonomic IT & travel accessories help people stay productive without getting any leg cramps, backaches or neck spasms, especially in situations with little or no desk support ranging from public transportation to park benches.



The **Astuto's** design is so simple and easy to navigate it takes just five seconds to set up, even for first time users. Even on laptops on uneven surfaces like people's laps, the stand's flexible straps keep it stable and balanced. For tablet and phone users, the Astuto has special indentations on its anti-slip surface area that provide traction for them to stay propped up. Homebodies can comfortably prop up their tablets and laptops to watch their Netflix shows in bed without hunching their backs, and tech savvy travelers can work on their laptops in a tight airplane seat without feeling spatially compromised. Gamers will appreciate that the Astuto allows a permanent air flow below the laptop.

To complement the Astuto's ergonomic freedom, the **Teclado** is built to give users more versatility with their devices. They can go from one device to another instantly with a click of a button. The Teclado remembers to up to three devices at a time so that anyone with a Mac, Windows, iOS, Android and even some smart TV can connect. Also, it has a rechargeable lithium battery that lasts for up to 120 hours of continuous use and will automatically go into power-saving mode after 10 minutes of inactivity.



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Lastly, iMoov solutions comes with a 10" or 14" **BagIT** bag that will fit your stand, your keyboard and most laptops up to 14", tablet and phone. iMoov created compact bags to help travelers keep their laptop accessories to the minimum. With everything inside the bag, there is no need for travelers to feel that their accessories are taking up space in their luggage.



Main use of the Astuto
Work comfortably anywhere



Use as a tablet and keyboard
holder on a desk



Use as a conventional desk stand
for laptop or tablet pc

The Kickstarter campaign will help launch production for iMoov's products. Pre-orders for iMoov's Astuto, Teclado and BagIT begin today. The campaign will last 42 days with a goal of \$50k and an estimated shipping date of October 2017. Early bird packages begin from \$46. For more information, visit the [website](#), [Youtube channel](#) or contact Jaimie Park at jaimie@oxygen-pr.com.

About iMoov

iMoov is a Luxembourg startup brand specializing in the design, development & production of innovative ergonomic objects to improve digital nomads and travelers' life. The product range is dedicated to new life style in relation with our connected world.

Astuto is a universal, foldable and ergonomic multi-device stand.

Teclado is an ultrathin smart keyboard compatible with the Astuto stand

BagIT 10 & 14 are bags specially design to travel light with your iMoov accessories & connected devices

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