



Nums™:

An Ultra-thin Device to Transform Laptop Trackpads

(Press Kit)



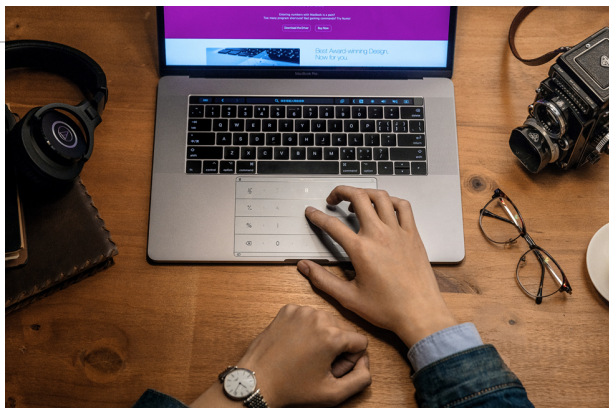
reddot
best of the best

MEET Nums™:

Marrying patented software with an ultra-thin, eco-friendly, and highly-functional glass, Nums™ elegantly increases the capability of your laptop's trackpad. It not only solves an overlooked everyday inconvenience, number typing on laptops, but also provides quick and easy gesture shortcuts to access any computer items -- like apps, websites, documents and shortcuts.

Nums™ is very easy to install. After attaching Nums™ onto the trackpad, just download the application online and you are all set! In less than 1 min, Nums™ could transform the trackpad into a number keyboard; it could launch your favorite apps and websites with just a swipe; it could protect your laptop trackpad from scratches and other damages.

Nums™ was awarded redden design's 'best of best' award, one of the world's most prestigious design awards.



Luckey Inc.

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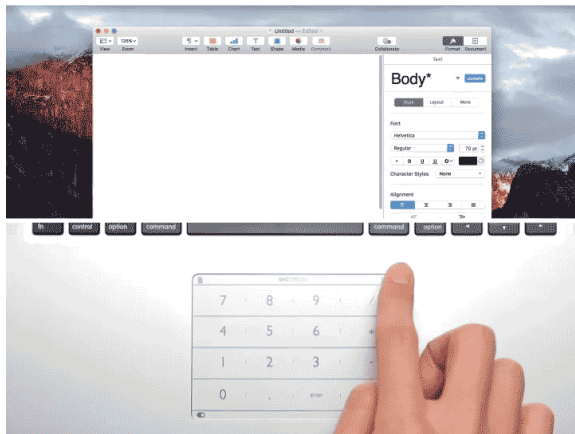
KEY FEATURES:

Kickstarter page link: <https://www.kickstarter.com/projects/266112708/nums-ultra-thin-smart-device-to-transform-laptop-t>

Function video link: <https://youtu.be/8w0BMvaxExA>

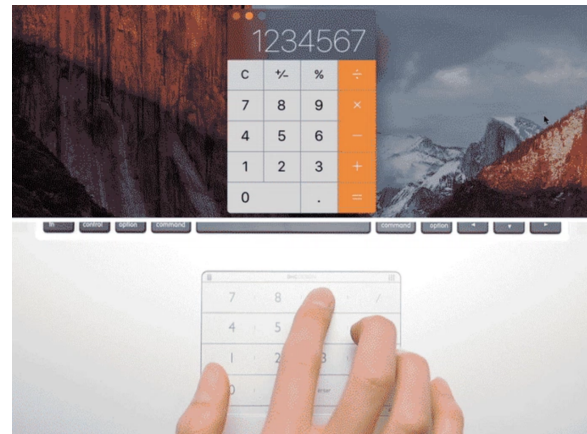
Classic Number Keyboard

Swipe to switch between number typing / mouse mode



Quick Calculator

Launch calculator in 0.2s



Swift Launch

Swipe to Swift Launch pre-set apps, websites, and short-cuts





Custom Swift Launch

Drag-and-Drop to set up customize Swift Launches






WORLD-CLASS DESIGN:



2.3x
Number Typing Speed
vs. common macbook keyboard

-66%
Less Finger Movement
vs. common macbook keyboard

Ultimate Number Typing Solution on Laptops






+31%
App Launching Speed
vs. common macbook app launch process

5+
Years of Machine Learning
for accurate finger movement detections

10
Software Patents
for world-class innovations

Swipe to Launch Apps & Websites



0.26_{mm}
Ultra-thin Glass
Does It All

-66%
Less Movement Friction
vs. original macbook trackpad

7
Keyboard Design Patents
for top sleek and practical design

Unparalleled Quality Trackpad Protection

TOP MANUFACTURING TECHNIQUES:



Produced in
Dust-free Workshops



Ultra-thin &
Smooth Glass



More flexible



More Durable &
Easier to use in the dark

Scratch
Free

Water
Resistant

Environmental
Friendly

Smooth
Touch

Seamless
Fit

COMPATIBLE LAPTOPS (MacBooks):



MacBook (12-inch)



MacBook Pro (13-inch)



MacBook Pro (13-inch)
new



MacBook Air (13-inch)



MacBook Pro (15-inch)



MacBook Pro (15-inch)
new

****Nums™ for Windows (Surface) is currently in development.**

Nums™ INVENTOR:



Gong, Huachao
CEO



"Oftentimes people are so used to unfriendly designs that they hardly notice or remember these inconveniences. I want to improve our daily experiences with my design, even just a small improvement."

Huachao is an award-winning international industrial designer. Huachao won his first international design during his junior year in college – **reddot 'best of the best'**. Since then, he received another 6 top international design awards, including some of the most prestigious awards like **If Design Award**, and **IDEA Industrial Design Excellence Award**. His works has been recognized internationally by over 500 media around the world.

Nums™ BRAND STORY (VIDEO) :

Brand Video: Nums™ & Jade, Innovation & Artisan Spirit



Nums™ BRAND STORY:

Nums™ is a technology innovation with years of crafting and refinement. Huachao, son of a well-respected Chinese jade carving master, inherited the inspiring **artisan spirit** and has spent the last **6 years** with his team to perfect every detail of Nums™.

Huachao's father told him, Jade carving has no 'allowed error;' **one careless move could lose the whole game**. These words became Luckey's standards today.

Huachao and his team visited **over 20 factories**, and optimized the algorithms through machine learning technology for **more than 900 times**, to achieve the most natural user experience. They were **the first to print symbols on the back of the pristine glass**, so the symbols are literally **fadeless**. Because the thickness of the ink could cause unnatural touch for users, no one had successfully implemented this design in the past. Huachao and his team 'forced' their manufacturer to produce a special ink, **0.001 millimeter thin**, more than 20 times thinner than a human hair. They didn't stop there – the ink is also **metallic**, which could reflect screen light in dark environment to provide the optimal user experience.

Huachao's father has spent the last 30 years crafting jade artworks. Huachao and his team has spent the last 6 years refining every little detail and they are constantly looking for ways to improve. This ultra-thin, eco-friendly, and high-functional glass, together with the patented algorithms, currently has **over 20+ patents, from design and manufacturing techniques to software development**. Nums™ is more than an innovative technology product. It's also an artwork.

MEDIA CONTACT:

If you are interested in featuring and reporting Nums™, please contact *Rena Chen* or *Cinka Yan* at ks@luckey.cn.

The inventor is available for interview upon requests.

CURRENTLY IN MEDIA:

Geeky Gadgets (USA)

<http://www.geeky-gadgets.com/Nums™-transforms-your-trackpad-19-06-2017/>

TrendHunter (USA)

<https://www.trendhunter.com/trends/laptop-trackpad>

Taiwan Yahoo! (Taiwan)

<https://tw.news.yahoo.com/%E8%A7%B8%E6%8E%A7%E6%9D%BF%E7%8E%BB%E7%92%83%E8%B2%BC-%E8%AE%93%E4%BD%A0%E7%9A%84macbook%E5%A4%9A%E7%B5%84%E6%95%B8%E5%AD%97%E9%8D%B5-072700861.html>

Gunosy (Japan)

<https://gunosy.com/articles/RqAJ2>

Techable (Japan)

<http://techable.jp/archives/59762>

Getnews (Japan)

<http://getnews.jp/archives/1793531>

Trevorotus Blog (Japan)

<http://trevorotus.hatenablog.com/entry/2017/06/20/174309>

IT Home (China)

<https://www.ithome.com/html/digi/313721.htm>

Gamersky 游民星空 (China)

<http://wap.gamersky.com/news/Content-917685.html>

Melamorsicata (Italian)

<https://www.melamorsicata.it/mela/2017/06/21/Nums™-laccessorio-trasforma-trackpad-tastierino-numeric/>

We look forward to hearing from you!