



# ***PRESS KIT***

**2.0 PRE-KICKSTARTER LAUNCH**  
DECEMBER 2020 — JANUARY 2021

tstand<sup>2.0</sup> 



## BEFORE TSTAND 2, THERE WAS TSTAND 1

Tstand is the next step in the evolution of how we handle our iPads, Windows Surfaces, and other mobile devices. The Tstand elevates your device to eye-level and provides a hands-free, ergonomic viewing experience. Whether you're bingeing multiple episodes of Netflix in bed or working long hours at the desk, Tstand makes iPad use a new and wonderful experience. It is the only device stand that sports 280 degrees of viewing comfort, in multiple contextual positions.

The first version of the Tstand was launched on Kickstarter in 2015, where it was able to raise close to \$200,000. Since then, we have moved more than **10,000** units.

**4.6**



from 290+ Amazon reviews

**\$192,562**

RAISED FROM  
**2896 backers**

**10,000+**  
UNITS SOLD



# WHAT'S NEW WITH TSTAND 2?



Our first Kickstarter was a great success. We were able to sell over 10,000 units all over the world. People love Tstand, and have developed a great loyalty to it.

People love Tstand because it solves an urgent problem with the iPad, tablet, phone, etc. — devices are too hard to hold. Especially for long periods. They are constantly getting dropped and broken, and are too heavy to hold when watching a movie or a miniseries episode for an hour. In addition, we have countless stories from people with mobility issues, chronic pain, carpal tunnel, etc. who hadn't been able to use a tablet comfortably before Tstand. We even have emails from neurodivergent individuals telling us about how Tstand has made it easier for them to interact with their devices. Tstand is for everyone, but even more so for individuals who have distinct challenges in holding and operating devices at the same time.

However, as with any 1.0 product, there are imperfections and challenges that needed to be overcome (remember the first iPhone?). Perfectionists that we are, we wanted to create something even more functional and comfortable... It has taken a few years of testing and evaluating the product to determine how to make it better, but finally the Tstand 2 has come together.

## NEW FEATURES

### **NEW RUBBER FINISH**

A tactile rubberized finish that looks amazing and feels even better. This is a game changer. It reduces plasticky squeaks, is very soft to the touch, and exudes ergonomic comfort. The tactile rubberized finish also raises the bar in terms of creating an instant perception of quality as soon as the user picks it up and manipulates the Tstand 2.

### **RE-ENGINEERED HOOKS**

The hooks have been re-engineered to give stronger support in order to survive falls, extensive use, and being handled roughly.

### **STRONGER FRAME**

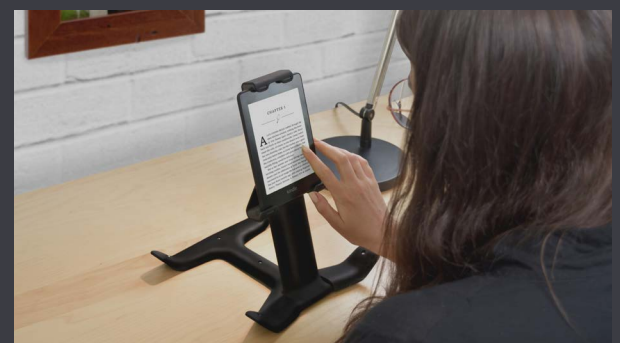
The new steel frame protects against falls and unintended use while also providing better stability and strength.

### **BETTER ATTACHMENTS**

The improved mobile phone adapter makes it fast and easy to switch from iPad to iPhone in only a second.

### **MORE VERSATILE**

With a longer extendable top hook, any device can fit, from iPad Pro to Switch to Kindle.



**KICKSTARTER PRICE**

**\$52**

**RETAIL PRICE**

**\$89**