



PRESS KIT

KICKSTARTER LAUNCH
MAY 2021 — JUNE 2021

tstand² 



BEFORE TSTAND 2, THERE WAS TSTAND 1

Tstand is the next step in the evolution of how we handle our iPads, Surfaces, Switches, Smartphones, and other mobile devices. Tstand elevates your device to eye-level and provides a hands-free, ergonomic viewing experience. Whether you're bingeing multiple episodes on 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 310° of viewing comfort, in multiple contextual positions.

The first version of 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.

The reason there is so much love for Tstand is because it solves an urgent problem with the iPad, tablet, phone, etc. — devices are too hard to hold. Especially for long periods of time. 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 were 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... Our customers yearn for the iPad experience perfected. It has taken a few years of testing and evaluating the product to determine how to make it better, but finally 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 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

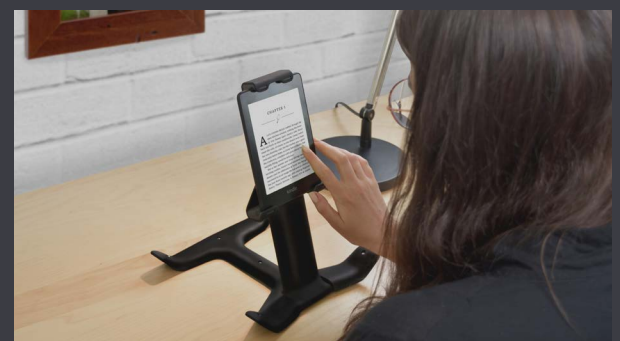
The new steel frame protects against falls and unintended use while also providing better stability and strength.

BETTER ATTACHMENTS

The improved mobile phone adapter makes it quick 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 **\$59⁰⁰ USD**

RETAIL PRICE **\$97⁹⁹ USD**