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PHICOMM K3 ROUTER DESIGNED BY JACOB JENSEN: A REVOLUTION OF THE TRADITIONAL ROUTER

On March 23rd, Phicomm launched their new hero product in Lijiang, China: the Phicomm K3 router designed by Jacob Jensen. The Phicomm K3 is a step into a future enriched by smart products, seamlessly integrated in our homes and featuring the latest powerful technology. Even before the official launch, the Phicomm K3 router was awarded the prestigious international 2017 iF Design Award.



The router is one of the most important electronic devices in today's homes. It serves as a link to the outer world, and it connects and gives access to every imaginable kind of information and entertainment.

“The increased connectivity of today's society puts high demands on design. We are immersed in technology, and it has moved into our lives. Phicomm had the idea of the router being the heart of the home, which caught our interest. We wanted to give the router the value it deserves and to make people appreciate it in their homes,” says Jacob Jensen Design's Chief Design Officer Timothy Jacob Jensen.

SCANDINAVIAN DESIGN LANGUAGE

The Phicomm K3 reflects the distinct design language of Jacob Jensen Design. Its attractive and compact shape invites you to regard it as an interior decoration piece. Ventilation outlets are ingeniously hidden behind the rib pattern, leaving the two characteristic floating silver sheets clean and uninterrupted. With the seamlessly integrated display you can access all information and follow instructions intuitively with no need for a manual. It revolutionises people's perception of router design and sets new standards.

STATE-OF-THE-ART TECHNOLOGY

Phicomm K3 combines Scandinavian design with state-of-the-art technology. The router features eight integrated antennas that provide excellent Wi-Fi coverage with the highest speed. Dual band technology (2.4G+5G) with transfer speeds of up to 3200mbps ensure a stronger and more stable network experience; technical USB3.0 configuration; easy access to storage devices. 3.5 inches TFT LCD display at the top of the router with easy access for users to use.



GRAND LAUNCH

The official launch of the Phicomm K3 router was held in Lijiang, China on March 23rd 2017 as part of Phicomm's announcement of their smart home strategy. The event venue featured a 17-meter K3 shape building surrounded by beautiful snow-peaked mountains. Marina Lothigius, Creative Director of the Jacob Jensen Design Shanghai Studio shared the design process behind the Phicomm K3 router; to balance aesthetics, functionality and interface has been key to this design project. On the day of the launch, the Phicomm K3 had pre-orders of 260,000 units. The first 20.000 routers were sold out during this first day.



IF DESIGN AWARD 2017

Each year, iF International Forum Design GmbH organises one of the world's most celebrated and valued design competitions: the iF DESIGN AWARD. Recognized as a symbol of design excellence around the world, the iF DESIGN AWARD welcomes over 5,000 submissions from 70 countries every year.

The Phicomm K3 router was awarded the 2017 iF Design Award on the 10th of March, 2017.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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ABOUT JACOB JENSEN DESIGN STUDIOS

Established in 1958, Jacob Jensen Design is Scandinavia's oldest and most award-winning design house. With almost sixty years of insight into design, innovation, communication, sustainability and technology, Jacob Jensen Design provides a wide range of creative services for clients all over the world, helping them to become leaders in their industry.

Jacob Jensen Design is a recognized contributor to the international design scene with clients like Gaggenau, Vertu, Toshiba, Volvo, Steinway Lyngdorf, Lufthansa and Ecco, to mention but a few. Jacob Jensen Design is particularly known for the groundbreaking design language they developed for Bang & Olufsen which transformed the company from a Danish quality brand to an international icon.

Today Jacob Jensen Design operates out of Denmark, China and Thailand.

The first design academy, Jacob Jensen Design | Detao Shanghai, was founded in 2011 in collaboration with Detao Masters Academy under The Shanghai Institute of Visual Art at the Fudan University. In 2014, Jacob Jensen Design | KMUTT Bangkok was established in collaboration with King Mongkut's University of Technology Thonburi.

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ABOUT PHICOMM

Established in 2009 and based in Shanghai China, Shanghai Phicomm Communication Co, Ltd is an R&D focused high-tech enterprise that provides software and hardware as well as overall solutions including mobile terminal, home terminal, cloud computing. Phicomm's smart home strategy positions the company as the network products producer for smart home, smart hardware supplier and cloud service operator. Phicomm features cloud-connected network devices, smart home hardware, service robots and cloud service as the main products, and NFC, Internet of Things technologies, machine learning, big data and cloud computing technology as the main technical accumulation.

So far Phicomm boasts a worldwide business scope, the sales regions cover Europe, Asia-Pacific area, CIS, Middle East, Africa and North America etc.; it also has subsidiaries in Germany and India. The slogan "Smart linking, enjoy what you want" takes into account the development of the industry and consumers life trend; focusing on "smart", Phicomm devotes itself to become the trend-setters and populariser in the smart home category.

Learn more: www.phicomm.com