

Punkt. Press Kit

Punkt. Description and Genesis

Towards the end of 2008, in the middle of a challenging and uncertain economic climate, a cosmopolitan group of people from different professional backgrounds, but with a common passion for electronics and design, hatched Punkt. A nascent brand, in a crowded marketplace dominated by giants, which aspired to reinterpret consumer electronics.

Today Punkt., based in Switzerland, is a melting pot of international professionals that together bring their ideas and inspiration to life by creating outstanding and timeless products which breathe fresh air into the consumer electronics market.

Punkt. works with leading industrial designers and manufacturers worldwide to create that 'magic mix' of expertise and unconventional thinking necessary to transform its vision into reality.

A carefully selected and international staff is the driving force behind Punkt. A group of experienced professionals have teamed-up to integrate their know-how and expertise into the company to ensure high quality standards, and to fulfill the needs of high-profile business partners.

Petter Neby



“I thought of a simple alarm clock and I made an immediate link to Jasper and his way of living design. I called him.”

Petter Neby

Punkt. is the brainchild of Petter Neby, an inspired technology entrepreneur with a passion for art and design.

A new venture in design, Punkt. embodies Neby's vision of innovation and creativity and is underpinned by his experience gained as founder and manager of many successful businesses, which span from telecommunications and enterprise software to furniture and websites.

A combination of Neby's worldliness, strategic vision, knowledge and personality define the product development and brand identity of Punkt.

A dream accomplished through determination, focus, passion and belief.

Jasper Morrison

“There are better ways to design than putting a big effort into making something look special.”

Jasper Morrison

A handwritten signature in black ink, consisting of the letters 'J' and 'M' in a stylized, cursive font.

Design defines what Punkt. stands for: articulating the functionality and simplicity of our products through the expression of form and materials. Jasper brings that vision to life, from concept to reality. From an elegant combination of pencil strokes to the ingenious product in your hand, Punkt., with Jasper, aspires to re-interpret consumer electronics. We are proud to have him with us.

Jasper Morrison

Profile



Jasper Morrison was born in London in 1959, and graduated in Design at Kingston Polytechnic Design School, London (1979-82 BA (Des.)) and The Royal College of Art for Postgraduate studies (1982-85 MA (Des.) RCA). In 1984 he studied at Berlins HdK on a Scholarship.

In 1986 he set up an Office for Design in London. His work was included in the Documenta 8 exhibition in Kassel in 1987, for which he designed the Reuters News Centre. The following year he was invited to take part in 'Design Werkstatt', a part of the Berlin, Cultural City of Europe program, where he exhibited 'Some new items for the house, part I' at the DAAD Gallery.

He then began designing products for SCP in London, the German door handle producer FSB, the Office furniture company Vitra and the Italian furniture producer Cappellini. In 1992 together with James Irvine, he organised Progetto Oggetto for Cappellini, a collection of household objects designed together with a group of young European designers. He also worked with Andreas Brandolini and Axel Kufus on a variety of installations, exhibition designs and town planning projects under the umbrella of Utilism International.

In 1992, his slide show lecture 'A world without words' was published in book format by the graphic designer Tony Arefin.

In 1994 Jasper Morrison was guest of honour and held an exhibition at the Interieur 94 exhibition in Belgium. In 1995 he held a solo exhibition at Bordeaux's Arc en Rêve Centre d'architecture. He began a consultancy with Üstra, the Hannover Transportation Authority, by designing a bus stop for the City.

In 1995 Jasper Morrison's office was awarded the contract to design the new Hannover Tram, the largest European light rail production of its time, and a contract worth 500 Million Deutschemarks. The first vehicle was presented to the public in June 1997 at the Hannover Industrial Fair, and awarded the IF Transportation Design Prize and the Ecology award.

More recently exhibitions and installations have included 'The State of Things' to complement the editing of the 1999 Design Year Book and solo exhibitions at the Axis Gallery, Tokyo, for Flos at the Yamagiwa Centre in Tokyo, as Designer of the Year 2000 at the Paris Design Fair.

Recent projects include the design of furniture for Tate Modern in London, 'Luxmaster' for Flos, Folding Air-Chair and Low Air-Table for Magis; a monograph 'Everything but the Walls' published by Lars Müller Publishers; a bench for the Roppongi Hills development in Tokyo; ATM desk system for Vitra, a line of kitchen appliances for Rowenta, Pots&Pans for Alessi and a sanitary- and brassware range for Ideal Standard. In 2005, Morrison founded Super Normal with Naoto Fukasawa. In June 2006, they staged the first Super Normal exhibition in Tokyo.

Jasper Morrison Ltd. is currently based in London and Paris, and have worked, or continue to work with, the following companies:

Alessi Spa, Italy; Alias Srl, Italy; Canon Camera Division, Japan; Cappellini Spa., Italy; Flos Spa, Italy; FSB GmbH, Germany; Magis Srl, Italy; Rosenthal AG, Germany; Rowenta, France; Sony Design Centre Europe; Vitra International AG, Switzerland. In 2004, began consultancies with Samsung Electronics, Korea, Muji (Japan), Ideal Standard (UK) and Olivetti (Italy).

Punkt.'s World

Function, Design and Simplicity are the three ingredients that make Punkt.'s products unique and fresh.

Function means going back to the origins, and creating devices that have a mono, clear and effective use: many people still love their old telephone, radio or TV, because they do just one thing, but they do it well. Punkt.'s products are designed to help people relax at home: when it's time to abandon multifunctional devices for the day Punkt.'s products are there to welcome them home.

Design defines the aesthetics and the interaction with a device; these two aspects need to merge harmoniously, without one prevailing over the other. Achieving this balance is how Punkt. conceives the word "design".

Simplicity is what every device should incorporate: if technology isn't able to make life easier, it makes no sense at all. A Punkt. product doesn't need to be understood before being used: once unboxed, it works.

Punkt.
DP 01



“I thought about the old telephone, lying face down on its cradle, and asked myself if it wouldn't be better the other way round, so you could see the screen and dial the number without picking it up.”

Jasper Morrison

Punkt.

Punkt. DP 01



Punkt. DP 01 truly incorporates the simplicity of a modern DECT phone that just does what a phone is supposed to do: phone calls. No frills and confusing "advanced" functions: the DP 01 is only about easy communication through an outstandingly designed phone that will catch everyone's eye in your home.

Compact Design

A DECT phone with integrated answering machine packed in such a compact design.

Big keys, large on-screen fonts

Clearly readable thanks to its big keys and the large fonts displayed on the screen.

Stable handset

The handset lays stable on flat surfaces, for convenient hands free conversations.

Up to 6 phones, only one phone socket

The DP 01S Slave Unit* it's a versatile solution to have up to 5 additional telephones without need of additional phone sockets.



Visual answering machine

Easily check for new messages using the visual interface by date; this enables you to select directly the messages you are interested in without having to listen to the whole recorded time sequence.



100 Contacts

Memorize up to 100 entries in the contact list with 3 different numbers for each entry.



High quality audio

Enjoy all your conversations in crystal clear audio quality.



Horizontal and vertical positioning

The clever design of the DP 01 lets you decide the best way to position it in your home: placed horizontally on a flat surface or vertically wall mounted.



Hands-free function

The handset is specifically designed to be stable on a flat surface, so you can enjoy convenient hands-free communication while you are busy with an activity.



Ringtones composed by Scanner

A non-intrusive and particularly crisp set of sounds characterizes the DP 01 as a phone that softly integrates itself in any type of environment.

Need more than one phone?*

The DP 01S slave unit** is the perfect partner for the DP 01, providing your home with a set of phones located in different rooms. Different handsets can be used in Intercom too.

* An additional DP 01 main unit may also be switched to slave mode and paired with another main unit.

** Available in black only.

Punkt.

DP 01 main unit/DP 01S slave unit*

Technical Specifications



Handset Dimensions (H×W×D)	155 x 48 x 20 mm
Handset Weight	145g (with batteries) 125g (without batteries)
Base Dimensions (H×W×D)	155 x 48 x 50(maximum) mm
Base Weight	175g (including connector)
Display	1.6" horizontal, 128 X 64 dots, PWM back lit with black font on white background.
Colour	Black/White**/Red**
System	<ul style="list-style-type: none"> - DECT standard. DECT (Digital Enhanced Cordless Telecommunications) is a flexible digital radio access standard for cordless communications that makes use of several advanced digital radio techniques to achieve efficient use of the radio spectrum. It delivers high speech quality and security with low risk of radio interference and low power technology. - Caller ID supported. Needs the CLI service (Calling Line Identification) to be enabled on your phone line by your telephone operator. - Intercom function. - Call history***
Answering Machine***	<ul style="list-style-type: none"> - Visual answering machine with message registration sorted by date and time. - Total storage capacity for recorded voice messages: 15 minutes (max. 1 minute for each message).
Contact List***	- Up to 100 contacts with 3 numbers for each entry.

Languages	Language support for English (UK), French (France), German, Italian, Spanish, Danish, Swedish, Finnish and Norwegian.
Maximum Transmission Range****	- 40 m indoor - 200 m outdoor
DECT-GAP Compliance	<ul style="list-style-type: none"> - Possibility of connecting up to 5 Punkt. slave units to the Punkt. base unit (Punkt. handsets or other manufacturers' handsets if compliant with the DECT-GAP standard). - Possibility of connecting each Punkt. handset to up to 4 different DECT-GAP base units. - If another manufacturer's products are used, only the ability to make and receive phone calls is guaranteed according to the DECT-GAP standard. Proprietary features (for example TAM service or CLI visualization) may not be available if other manufacturers' products are used with Punkt. products.
Power and Battery	<ul style="list-style-type: none"> - 2x rechargeable AAA Ni-MH (removable) for the handset - Charging via base - Talk time: up to 10 hours - Standby time: up to 100 hours
Environmental Requirements	<ul style="list-style-type: none"> - Nominal working temperature: (15° to 35° C) - Extreme working temperature: (0° to 40° C) - Relative humidity: 5% to 75%
In the box	<ul style="list-style-type: none"> - Handset - Base - Power supply - 2 Ni-MH AAA rechargeable batteries - RJ11 cable + telephone adapter - Quick installation guide

* DP 01S works with 100% functionality (e.g. TAM service) only if paired with a DP 01 main unit
 ** DP 01 only
 *** Data is stored in DP 01 main unit base
 **** Transmission range can vary according to the position of the base, construction materials used in the area, electromagnetic pollution, interference with other radio devices, etc.
 DECT performance levels are given as a reference only and are not guaranteed.

Punkt.
DP 01



Punkt.

Punkt.
DP 01



Punkt.

Punkt.
AC 01



“It’s an alarm clock with a shape that I designed... it sits slightly angled on an ‘L’ shaped aluminium extrusion, with the clock face set into a round hole. A rocker-switch, to set the alarm on and off, rotates around the mechanism, which sticks out of the back, and a small window below the 12 marker on the clock face indicates its status.”

Jasper Morrison

A handwritten signature in black ink, consisting of the letters 'JM' in a stylized, cursive font.

Punkt. AC 01



Punkt. AC 01 offers you the pleasure of going back to the traditional alarm clock for everyday use. Why have your cell phone lying on your bedside table, when you can be woken up by a superb design object such as the AC 01? No fumbling around in the dark, no radiation emissions, and no unwanted calls in the middle of the night; just the pleasure of trusting your sleeping hours to a wonderfully simple object that, thanks to its extraordinary simplicity, will delight you every time you wake up to it.

Essential and timeless

If function defines design, then the essentiality of the AC 01 is natural - like the daily routine of waking up - which makes the AC 01 a timeless timepiece.

Simple and intuitive

Set the alarm on; switch it off; prolong sleep by activating snooze; check the time in the middle of the night. Four simple actions which need to be performed intuitively; as with the AC 01.

Long lasting materials

The AC 01 dial is protected by thick scratch-proof glass and surrounded by a solid aluminium body to ensure product longevity.



Smart alarm switch

Activate or deactivate the alarm with a simple manual gesture and the status will be clearly displayed on the dial.



Clever snooze button

You can activate the snooze option with your eyes closed by simply pressing the back of the alarm clock.



Light-ring lit dial

Just feel-in-the dark to illuminate the entire dial by gently squeezing the clock and activating the light ring.



Luminescent hands and dial

The glow-in-the-dark hands and dial allow you to tell the time in complete darkness without turning the light ring on.



Long Battery Life

One battery for the alarm and two dedicated to the light, ensure that the AC 01 will work for a long time before having to replace the batteries.

Punkt. AC 01 Technical Specifications



Clock Dimensions (H×W×D)	107 x 90 x 34 mm
Clock Weight	200g
Colour	Black/White/Red
Movement	Quartz
Snooze Function	Alarm sound repeated every 5 minutes up until 40 minutes of functioning.
Dial and Hands	
Battery	Lit through single LED light (cold white) Lumibrite.
Time Accuracy	3x IEC LR44 batteries Alarm clock battery life: ~1 year
Alarm Accuracy	Light ring battery life: ~1 year
Alarm Volume	
Working Voltage	±20 sec./month (under "+5°C ~+35°C" condition)
Operating Temperature	~ ± 5 min.
Languages (inbox documentation)	75 dB
In the box	1.3 ~ 1.7 V Min -10°C, Max 50°C
	English (UK), French (France), German, Italian and Spanish.
	AC 01 Alarm Clock 3 preinstalled IEC LR44 batteries Quick installation guide

Punkt.
AC 01



Punkt.
AC 01



Punkt.

PR Manager
Marcia Caines

Tel +39 3455911430

mc@punktgroup.com

Punkt. Tronics AG
Via Losanna 4
CH-6900 Lugano
Switzerland

Tel +41 91 924 9003
Fax +41 91 924 9004

www.punktgroup.com
info@punktgroup.com