

# MOFT Launches NFC Feature Phone Stand in Collaboration with Popl

Unlock new and fun ways to experience smartphones with multiple hands-free viewing modes and touch-free contact sharing

July 21, 2021 - Staying connected in more ways than one, productivity accessories brand MOFT and software startup Popl are excited to announce the release of the first **MOFT x Popl**. The orb-shaped MOFT O Phone Stand & Grip now comes with Popl's built-in NFC technology which connects with their iOS and Android apps.

The MOFT O transforms from a slim multi-disc design object to a sturdy three-dimensional phone stand and grip. It also acts as a kickstand at a vertical 90° angle making it ideal for video chats and live streaming.

Popl is replacing business cards with a modern, fun, and simple solution that allows people to instantly share contact information, social media, music, payment platforms and online profiles by tapping your phone to a compatible smartphone.



MOFT O Snap Phone Stand & Grip with Popl NFC Technology

## Features of the MOFT x Popl

- **Snap-Rotate-Stand:** Snaps on, rotates 360° and flips into a stand that offers multiple hands-free viewing angles --- 45° in portrait; 45° and 90° in landscape mode.
- **Instant contact sharing:** Popl's built-in NFC technology allows you to instantly share anything including Instagram, Contact cards, LinkedIn, Websites, TikTok, Spotify, Snapchat, Twitter, Facebook, Venmo, LinkedIn, WhatsApp, and more.
- **Share with anyone:** The receiver does not need a Popl or the app for the transfer of information to work, allowing for the fastest, easiest and most fun way to connect and share with others.

- **90° content creation:** Acts as a kickstand at a vertical 90° angle, subbing in for a tripod stabilizer, making it ideal for video chats and live streaming.
- **No slip grip.** It also doubles as a phone grip for single-handed dexterity while the slim profile of the circular design conforms to the palm reassuringly when flat in its original state.
- **Works on all phones:** MagSafe compatible and mounts securely to the iPhone 12 series or to any phone via the MOFT Snap Phone Sticker - a proprietary soft silicone pad with magnetic-like properties. Adheres safely to the back of devices or non-rubberized cases via a reusable non-glue adhesive backing.
- **High quality materials:** It is made of premium vegan leather giving it a soft finish that is smooth to the touch while the sturdy fiberglass materials offer extra support for reliable everyday use.
- **Slim and versatile.** At 0.24 in and weighing 0.95 oz, it fits perfectly on the back of your phone and is barely seen or felt when carried. It's unobtrusive but powerful for use as a fully-adjustable stand and grip.
- **Mounts on walls and other surfaces.** With MOFT Magnetic Wall Sticker for a hands-free phone experience.
- Availability: July 21, 2021, Price: \$39; moft.us



MOFT O Snap Phone Stand & Grip hands-free viewing angles and content creation

*"We are very excited to be collaborating with MOFT on this one-of-a-kind Popl powered MOFT O. The MOFT x Popl is incredibly functional, while also very fun to use. I would know, I've had it on my own phone for weeks now. We feel that this combination of functional and fun is on brand for both of our companies and we believe this product will soon be loved by customers all over the world. As our partnership with MOFT continues to grow, we look forward to pushing the boundaries of consumer technology, creating never before seen products, together" - Jason Alvarez-Cohen, Popl CEO and Co-Founder.*

*"The MOFT O powered by Popl's technology is such an exciting digital accessory! The orb-shaped design not only adapts to any style of work or play, it is also a fun way to start a conversation, create and share content, and exchange contacts all without having to hand over your phone or enter info manually. Working with the Popl team has been an ideal partnership. Like us, they are a young team with bold and thoughtful ideas. We hope this collaborative union of fun + function inspires new experiences for all phone users!" - Julianna He, MOFT CEO and Founder*

### **Specifications**

Compatibility: iPhone 12 series; all phones with the Snap Sticker.

Dimensions: 2.4 x 2.4 in/ 61 x 61 mm

Thickness: 0.21 in/5.5 mm

Material: vegan leather, PU, magnets, metal sheets; aluminum NFC antenna

Angles: 45° in portrait, 90° in landscape mode, 45° in landscape mode, 90° vertical mode

Colors: Black, Pink

For more information visit the product page [here](#) and media kit [here](#).



Available in pink or black, it is MagSafe compatible or works with all phone models and cases using the MOFT Snap Phone Sticker - a soft silicone pad with magnetic-like properties

#### About Popl

Popl was founded by Jason Alvarez-Cohen and Nick Eischens, two UCLA graduates and best friends, who shared a vision to replace business cards with a modern, fun, and simple solution that allows people to connect instantly. The other person doesn't need a Popl or an app to receive the information and Popl is compatible with both iPhone and Android devices. With Popl's patent pending Popl Direct™ feature, users can customize what they share and "pop" only specific links instead of their entire profile, making it perfect for both social and professional interactions. Successfully launching the product on TikTok, the brand gained instant fame with a viral video that has over 80M views, garnering them fans and users from all over the world. [popl.co](https://popl.co)

#### About MOFT

MOFT designs innovative, easy-to-use productivity accessories enabling people to be more efficient with less equipment via unique, smart design. They aim to transform individuals' devices to work their way, giving them the ability to explore life's adventures while maintaining their productivity. [moft.us](https://moft.us)



