

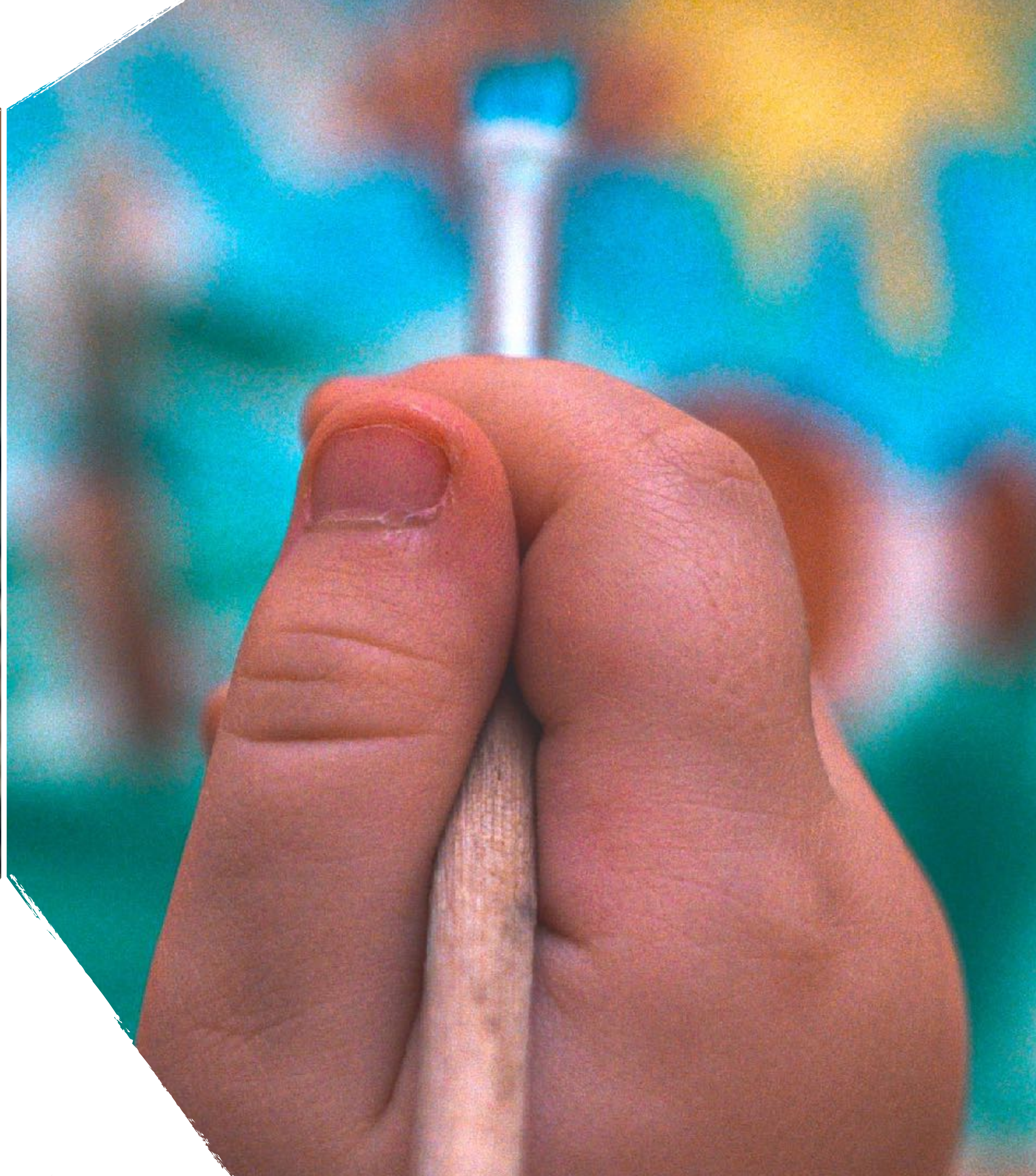





Only through the persistent, continuous effort of small groups of ambitious and visionary individuals, do great breakthroughs happen.

Today's enabling technologies allow for incredible product concepts to be developed at breakneck speed. Truly disruptive products, when done right, can help us find ourselves.

Helping to create these breakthrough products is what gets us out of bed.



A close-up photograph of a hand holding a wooden cane. The hand is positioned in the center, with the fingers wrapped around the handle. The background is a soft, out-of-focus bokeh of various colors, including teal, blue, and yellow, suggesting an indoor setting with decorative lighting. The overall mood is one of simplicity and accessibility.


For children and the elderly, today's smart phones are simply too complicated to use. They are also too expensive for the value they provide them. What if phones could be tailored to suit *their* needs? And what if doing so opened up a massive market opportunity?

Introducing iPhone Lightweight...



iPhone Lightweight

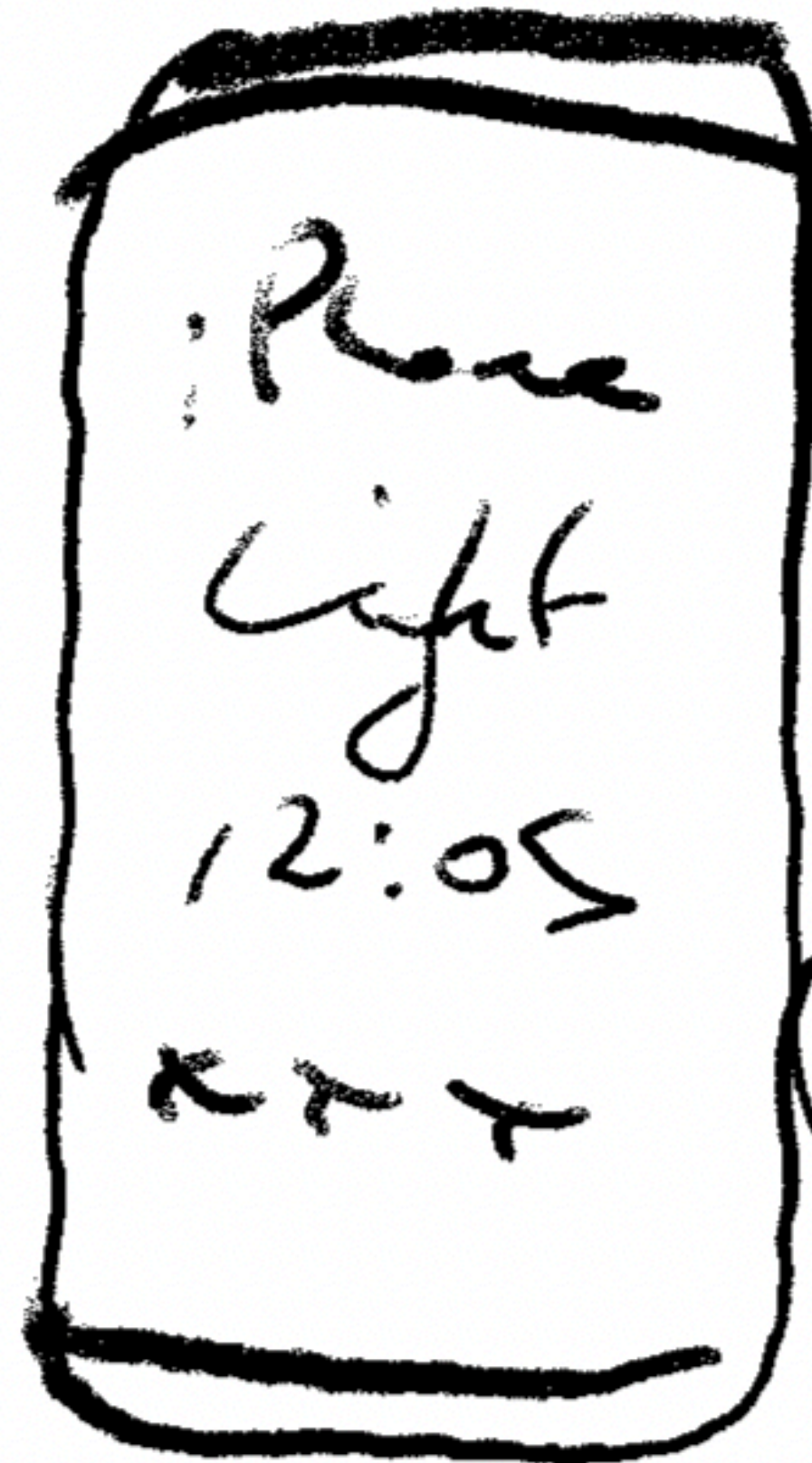
The iPhone Lightweight is a highly intuitive phone which excels at one feature: the ability to stay in touch with loved ones, simply and easily. Children are protected from harmful content and the distraction of apps. The elderly benefit from a simple user interface. Call and text notifications are clearly audible, no matter the previous volume setting.

A teal geometric graphic consisting of several overlapping shapes, including a large triangle and a smaller square, located in the bottom-left corner of the slide.

iPhone Lightweight

- Look & Feel -

- ▶ No camera
- ▶ Black & white screen
- ▶ Touchscreen
- ▶ Easy to use in all lighting conditions
- ▶ Extremely intuitive

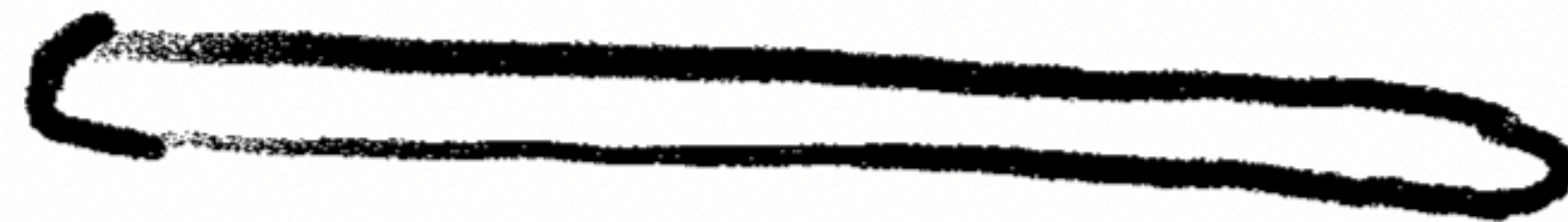


iPhone Lightweight

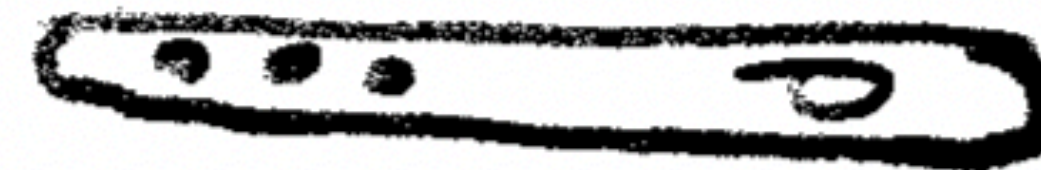
- Look & Feel -

- ▶ Size of iPhone mini (width and length) but thinner and lighter
- ▶ Walkman feature as add-on (analogue only)

SIDE VIEW



BOTTOM VIEW



Speaker and jack



iPhone Lightweight Concept

- Lightweight offers basic call functionality, clearly audible notifications and a simple interface along with other 'old-school Nokia' features
- With a simple, large-text display and black & white screen (eg. magnetic ink), it will have a massive battery life
- Lightweight will be an ideal way for the elderly or children to contact loved ones in an emergency and vice versa, while..
 - not breaking the bank
 - limiting distracting or harmful content for children
 - simple to use
 - robust and long-lasting



A photograph of two women walking from left to right across a wall with alternating red and white horizontal stripes. The woman on the left is wearing a yellow shawl over a light orange sari. The woman on the right is wearing a light orange sari with a green and blue border. Both are wearing simple sandals. The text 'Apple Lightweight' is overlaid in white, sans-serif font in the center of the image.

Apple Lightweight

**Sometimes simple is better than
smart.**



Our coordinates

NUMA Pte. Ltd.
68 Circular Road,
#02-01, 049422,
Singapore

Say hello

hello@numa.studio

Digital presence

<https://numa.studio>

[https://linkedin.com/
company/numastudio](https://linkedin.com/company/numastudio)