

MIITO

— reimagine the electric kettle —



PATENT PENDING



WHAT IS IT?

Miito is an innovative product that heats liquids directly in the vessel to be used, hence eliminating the heating of excess water. Simply fill your cup with water, place it onto the induction base and immerse the rod in the liquid. The induction base heats the rod, which then heats the liquid surrounding it. Miito works with non-ferrous vessels of any size, for example a pot of tea when inviting guests. Miito can also heat your soup or milk for a coffee. The minimalistic shape of the rod allows it to be cleaned easily.

Miito does not have an instate button: simply lift the rod from the base and it shifts to "Standby" mode. In this mode a small current flows, which detects the ferrous material of the induction plate. Once a vessel is placed onto the base and the rod is placed inside, the full induction power turns on and heats the induction plate of the rod. The device signals once the liquid has boiled and shifts back into "Standby". By placing the rod on the base, the device shuts off.

HOW IT ALL STARTED

Miito all started with looking at electric kettles and noticing that they all look so similar: either like a 3D render or like a high-speed train. Later, while researching electric kettles more closely, we noticed that there was a major design flaw in the majority of electric kettles out there: they are extremely wastefully designed! The minimum fill line of the majority of kettles is at approximately 500ml. This means that if you want one cup of tea (250ml) you waste 50% of the hot water, therefore one wastes 50% of the energy.

Leyla Acaroglu (sustainability provocateur) said in her TED presentation:

| *"One day of extra energy use [from overfilling electric kettles] is enough to light all the streetlights in England for a night."*

With Miito we set out to redesign the electric kettle from the ground up, asking the question: how can we change people's habits of overfilling electric kettles in order to save energy.

USP

- **Efficient** - Only heating the amount you need saves energy and time!
- **No limestone** - The form of the stick minimizes limescale = cleaner and quieter
- **Works with any vessel** - Use your favorite tea mug or tea pot when you have guests
- **Works with any liquid** - heats water, milk for your coffee or even your soup for lunch!

HOW DOES IT WORK?

Miito is based on induction technology, which is basically the wireless transfer of energy. Miito's bottom base creates an electromagnetic field, which heats only ferrous (magnetic) materials, i.e. the stick. When the stick is placed inside a vessel filled with a liquid, it heats up and transfers the heat directly to the liquid, meaning that only the liquid will be heated.

HOW IS IT USED?

Miito does not have an instate button: simply lift the rod from the base and it shifts to "Standby" mode. In this mode a small current flows which detects the ferrous material of the induction rod. Once a vessel with liquid is placed onto the base and the rod is placed inside, the full induction power turns on and heats the induction rod. Miito signals once the liquid has boiled and shifts back into "Standby". By placing the rod on the base the device shuts off.

WHAT DOES MIITO STAND FOR?

The name Miito is constructed to be short, memorable and easy to pronounce in different languages. It stays in people's minds and gives personality and a character to the product.

IS MIITO USABLE IN EVERY HOUSEHOLD?

Miito is designed to be extremely versatile. Not only can the user heat water for his / her tea, but Miito can heat virtually any liquid, such as soup, milk for coffee. Furthermore it is designed in a way that is very intuitive and user friendly – there is no instate button, instead it understands what the user wants to do and it just works! Additionally Miito's visual appearance is designed to fit into every household. Miito is the "little helper" in the kitchen that does not attract too much attention and simply waits until he is needed.

FOR WHO IS MIITO IS INVENTED?

Miito is designed to appeal to users who are intrigued by inventions. People who understand that there is a problem with the way we do things today and that there is a way to do things differently.

The minimal and honest design enables Miito to stand in any kitchen and simply do its job. This goal for designing Miito was, that the user thinks: "of course it is designed like this – why should it be designed in any other way". All these logical decisions have been made to make Miito as familiar as possible, even though it is an absolutely innovative product. Additionally Miito is designed with always having the idea of usability in the back of our minds – it needs to be intuitive and easy to use! Consequently any user should understand (with only little introduction) how it works and what it does, this way Miito should become a product that is used on a daily basis.

IN WHAT STAGE OF THE DEVELOPMENT PROCESS ARE YOU?

Miito is still under development. There is a visual prototype of how Miito is supposed to look and a technical "working mock-up" to explain and show how Miito works. In the future we aim to combine these prototypes in order to make a working prototype of Miito.

WHAT'S NEXT?

Getting Miito to the market! There are many different ways how this can be done and currently we are investigating our different options and scenarios. But one thing is clear: we want Miito to get out there and invade people's kitchens!



CONTACTS:

www.miito.com

info@miito.com

www.vimeo.com/miito/miito

www.facebook.com/projectmiito