

Design DNA

Aether Cone

aether

our brand values

The problem we are solving

The world is filled with devices we use all the time. Devices that make promise to an easier, more connected life.

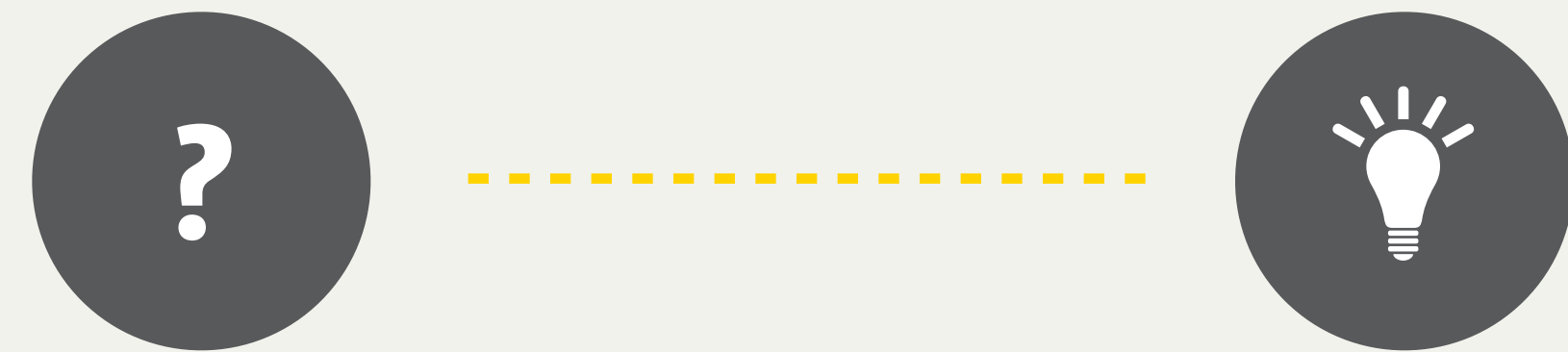
But in reality it's often we that do the work to get these things to function. We do the set up, the account management, the troubleshooting, the restarting - all of it - to lead easier, more connected lives.

At Aether, we've decided this is no longer good enough. So, we're making products that work harder for you, which ultimately make your everyday a bit nicer.

Our product philosophy

We understand
what you want
to do, and we
help you to do it

This is the core philosophy that sits at the center of every product or service experience we make.



Our core brand values

people first

Aether is a brand and a company who values people.

We've made products and services that take less time and energy for you to get what you want. In doing this, you're given back the time and peace of mind that technology sometimes steals.

purposeful evolution: better, not more

We've looked at everyday experiences with the desire to make them better - a bit nicer - by evolving and streamlining each detail.

Every decision we make about each feature is designed for a real need. We don't design for any other reason.

To sum up...

Aether makes every day a bit nicer.

We make thinking things.

Things that offer up what you want, in the right way, when you want them.

Things that are designed to take the focus off the technology so that you can put it back onto what matters.

aether

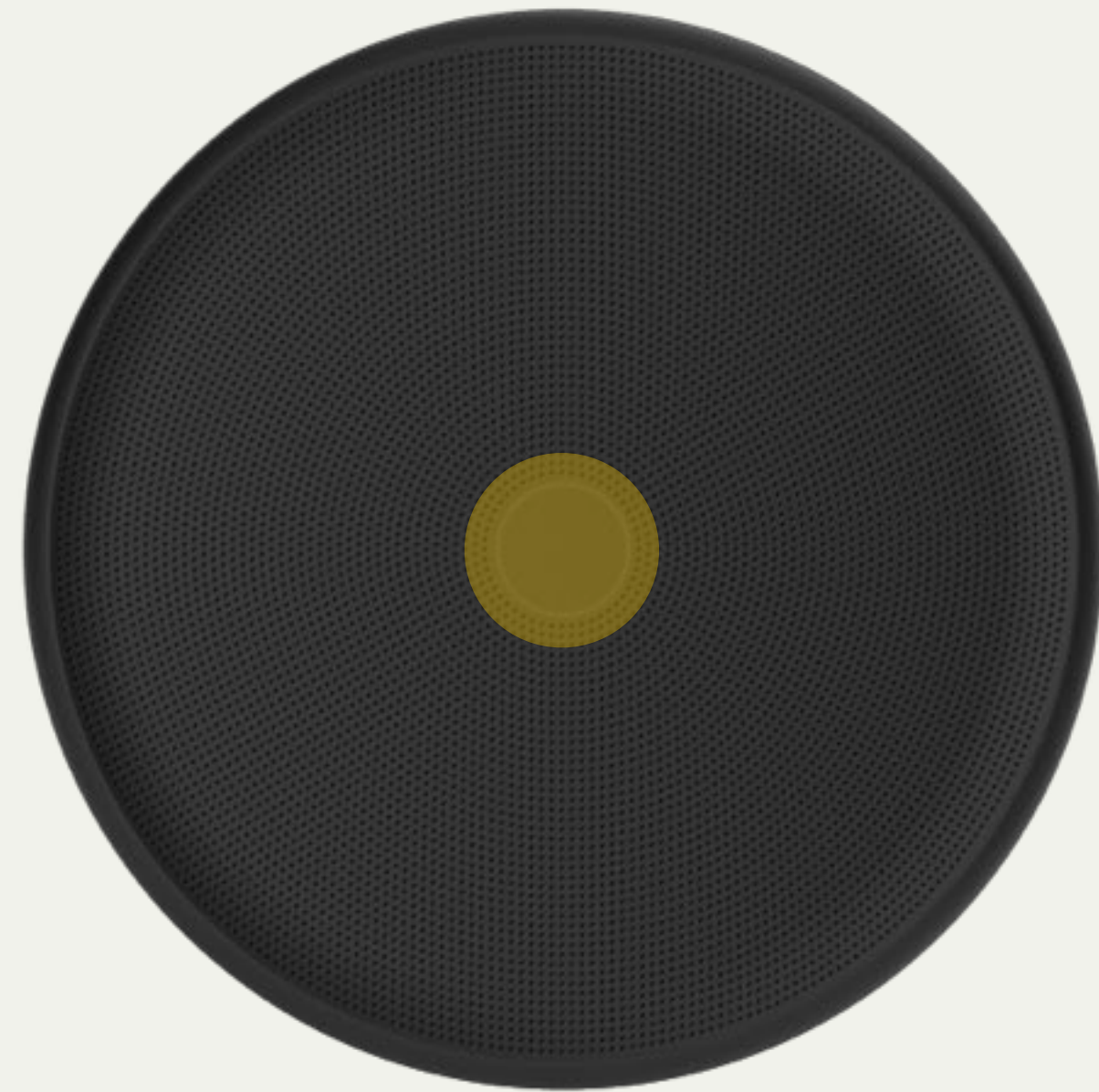
how we do it?

Meet Cone.

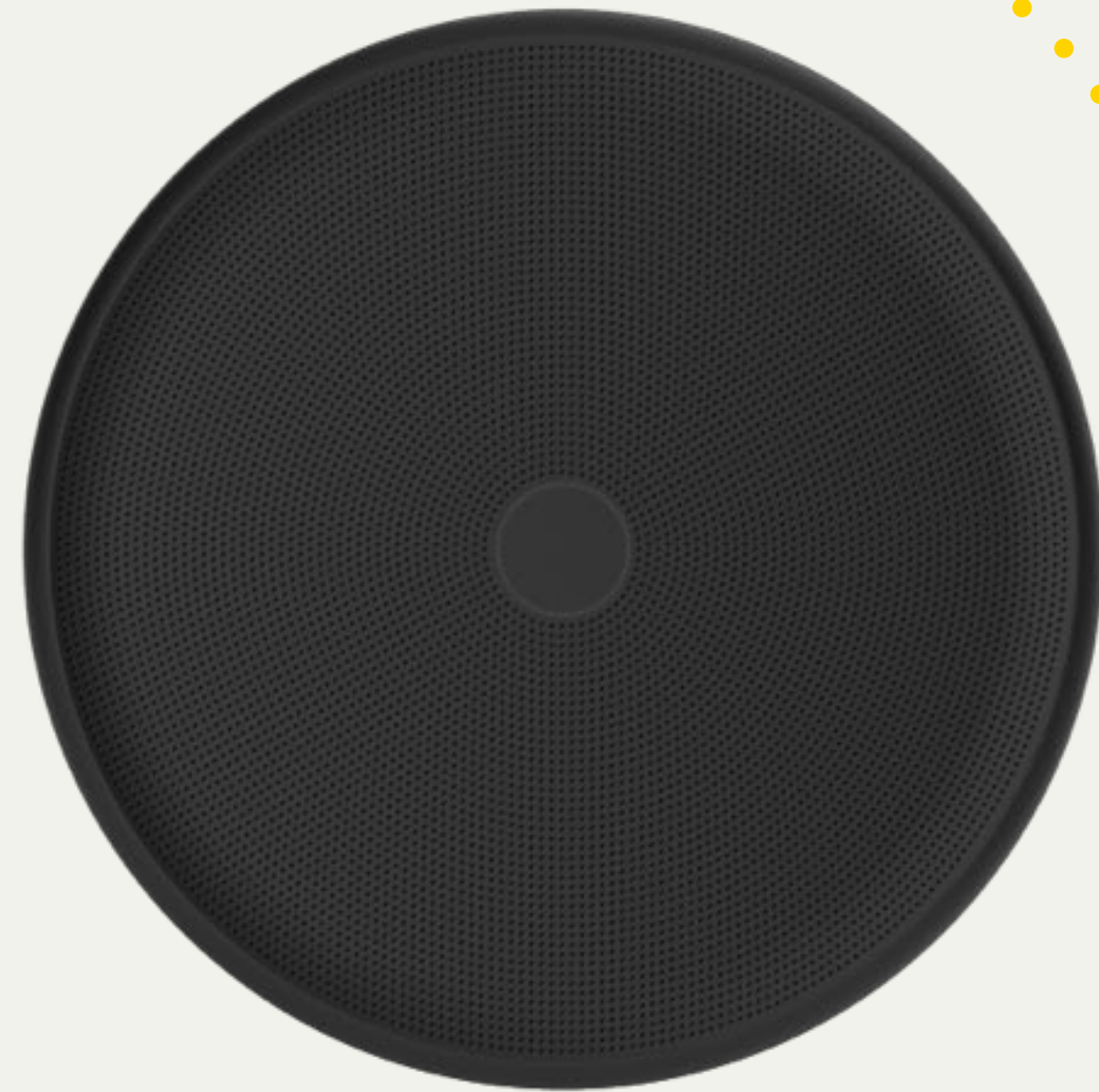
It learns what you
like and plays
what you'll love



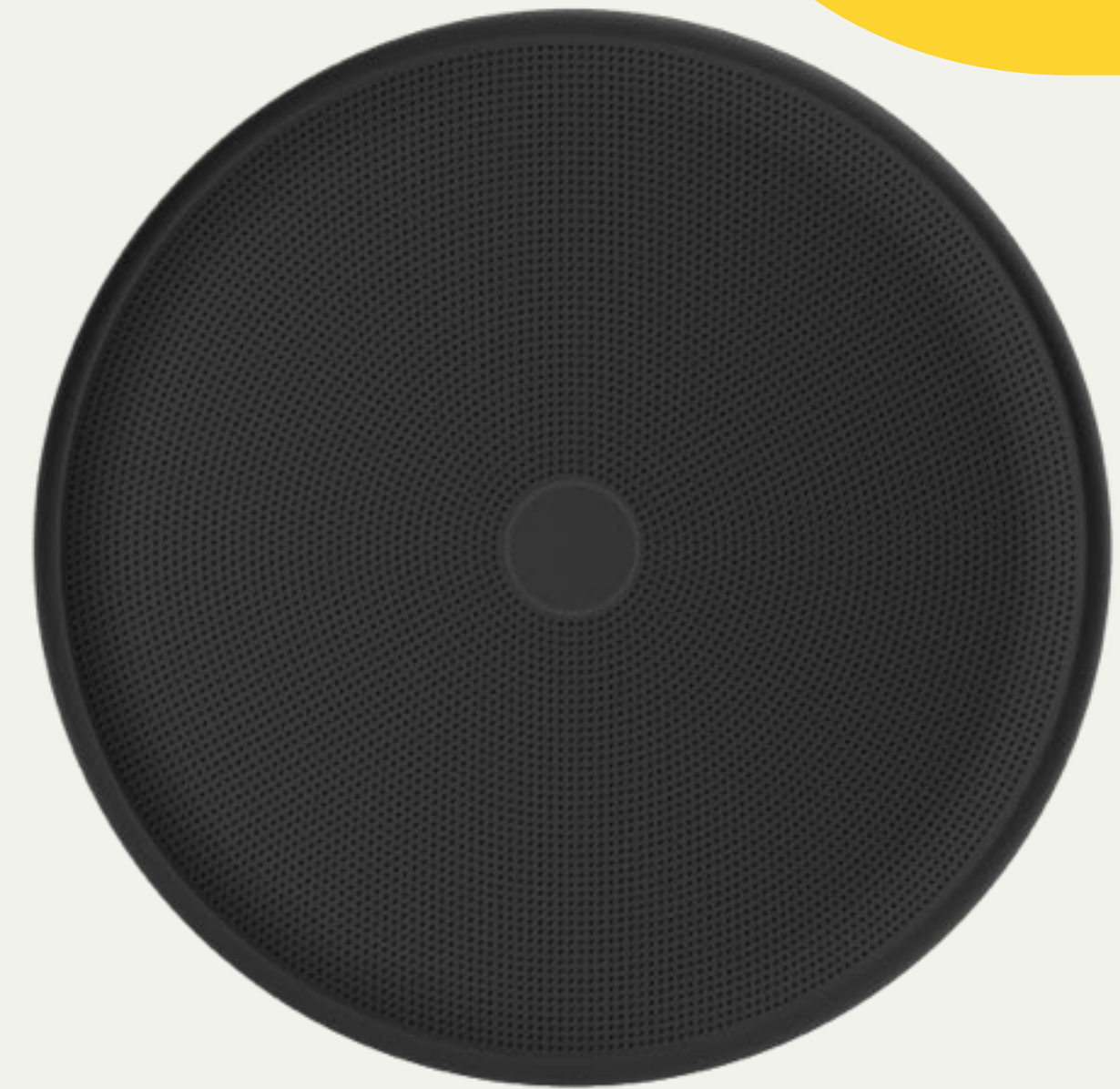
Cone's ease of use



Tap to start the music



Turn to change the music

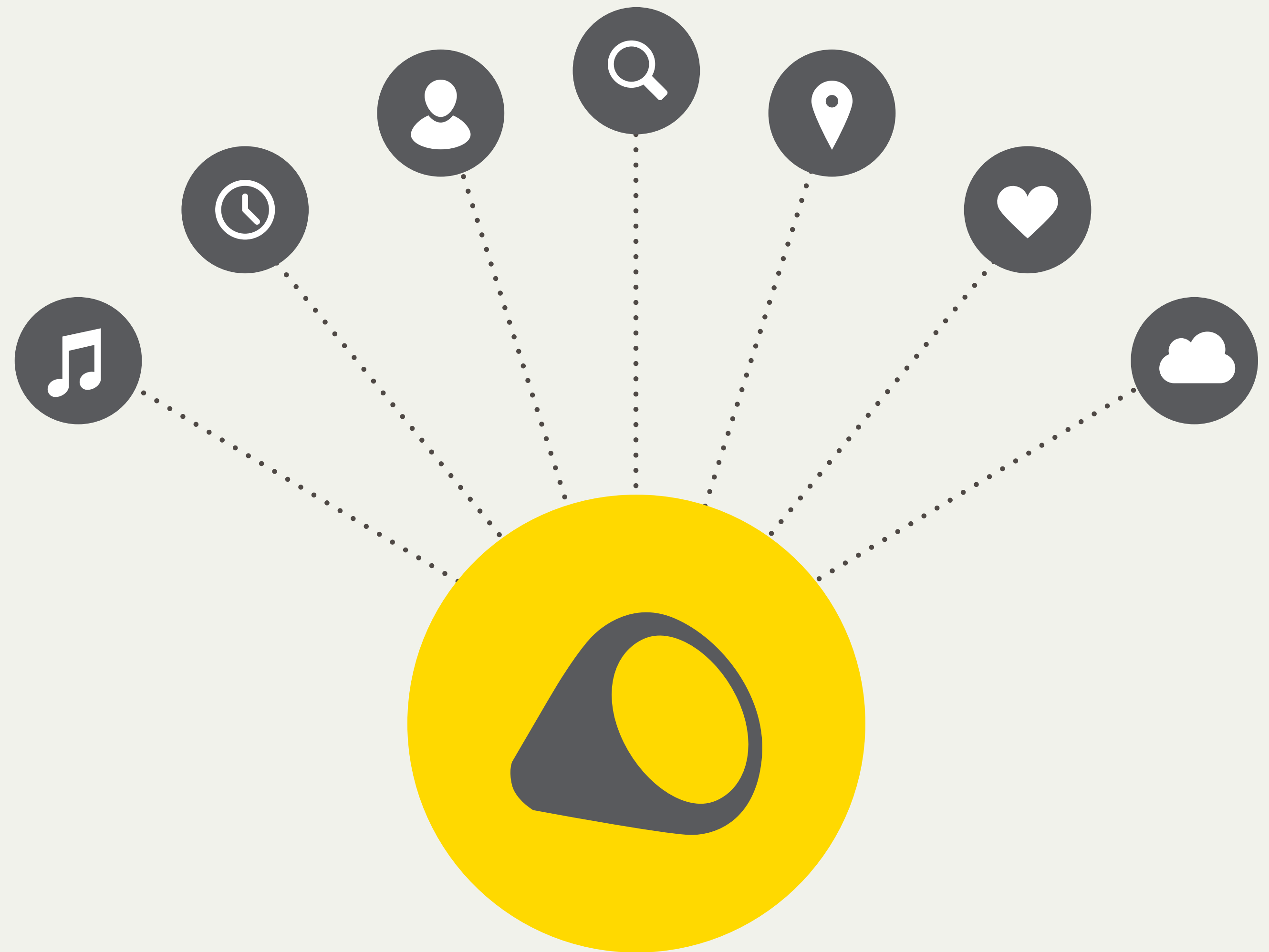


Ask for something specific

Play *Lights and Music* by Cut Copy

Learning

Concave tailors what and how it plays based on the context around it; improving & learning every time you listen or tell it what to do.



Aether Cone

industrial design

Hi.



A hand is shown holding a dark blue, cone-shaped object with a rose gold base. The object is positioned on a wooden table. In the background, there is a stack of books, a black mug with a crescent moon pattern, and a person's face is partially visible, looking towards the camera. The overall scene is set in a cozy, indoor environment.

Cone is our launch product,
positioning us and our brand,
and revealing our ambition to
the world.

Cone is designed for your coffee table,
kitchen counter, garden or anywhere else
around your home.

inspiration

We initially drew inspiration from classic HiFi decks and their precision details but wanted to evolve that rather cold and austere vernacular towards a more soft, less masculine yet controlled form.







inspiration

Cone's shape is inspired by the symbol of sound - a speaker driver.

Simplified to its purest form Cone represents this icon clearly.



iconic

The silhouette represents amplification while the shape is acoustically optimized for perfect sound.



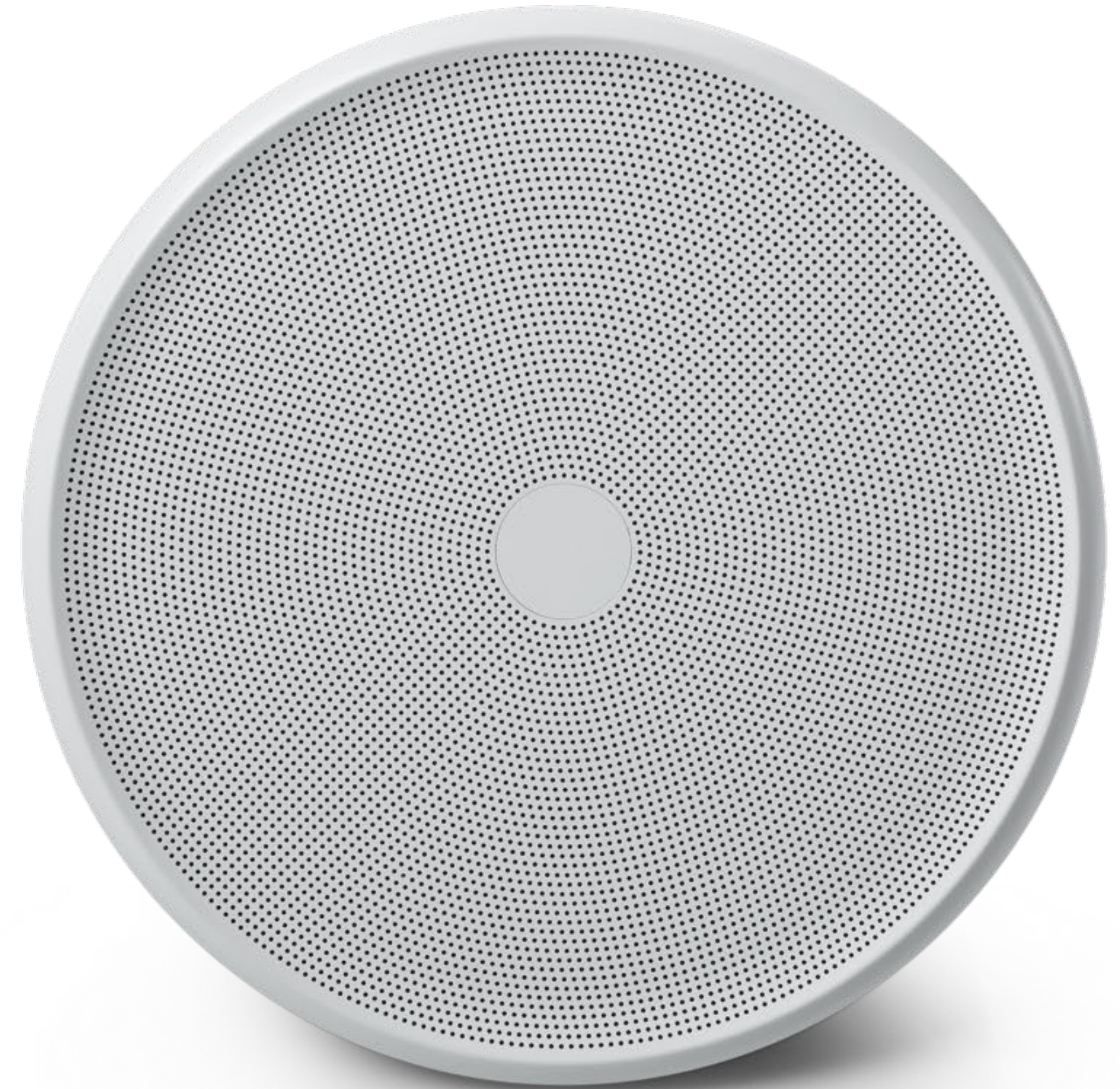
welcoming

We wanted to create a speaker with an approachable gesture while also spreading sound and music at an optimal angle,



right now

The simple tap to play on the front and the way it's represented is central to our idea of making music more accessible and direct.



simplest possible UI

Our ambition is to reduce the physical interaction to the essential while clearly separating the functions to their respective purpose.



simplest possible UI

Tap the front to play music instantly. Find new curated music by turning the dial - an intentional reference to the classic knob on a radio. Adjust the volume using the comforting analog buttons.



disruptive

Intentionally breaking the status quo, Cone is less masculine, de-technified and harmoniously integrates into your house and life.



distilled and perfected

We've reduced all parts and details to their simplest sum, and rather focused on perfecting the fundamental essence.



precise and crafted

Designed, engineered and built with relentless precision. All details, parts and split-lines are machined to ensure a perfect fit and position







Thanks!