

# MAGNETIC USB



Productlaunch by **Rosenberger**

## CLEVER MITEINANDER VERBUNDEN

Der magneticUSB von Rosenberger findet dank seiner intelligenten Magnet-Technologie automatisch seinen Gegenpart am Rechner.

## MEHR ERFAHREN

## EINFACH. SICHER.

Schnell mit dem Rechner verbunden und einfach zu lösen: Das sind die Vorteile des magneticUSB. Kein Abreißen oder Hängenbleiben in USB-Kabeln mehr.

## WEITERE VORTEILE



## ÜBERALL SOFORT EINSATZBEREIT.

Der magneticUSB kann sofort benutzt werden. Ohne Installation können Sie Ihr Handy, Ihren Drucker, Ihre Digitalkamera und alle gängigen USB-Anschlüsse clever mit Ihrem Rechner verbinden.

Dank der innovativen Magnet-Technologie switchen Sie einfach von einem Gerät zum nächsten.

# product description

Quickly connected while protecting your cable from tearing.

Fast. Reliable. Simple: The new *magneticUSB 2.0* cables. Their intelligent magnetic interface automatically finds the connection on the computer and simultaneously prevents USB cables getting stuck or being torn out. They promise optimum protection of the connected USB devices – at full speed.

## your benefits at a glance

All USB 2.0 connector types are supported: Mini-B, Micro-B, Typ-B, *apple lightning\**, *apple 30-Pin\**

- Fast and easily connected to your Device
- Secure connection between mobile phone and PC
- Full USB 2.0 480 Mbit/s highspeed
- 0.8 meters in length for optimal reach/Type-B: 1,8 meters
- Contacts: gold-plated
- Product-compliance: Directive 2011/65/EU (RoHS II)

\* Mfi is running

**Rosenberger**



# product-overview


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The *magneticUSB* is a standard USB connector type A. It is available in the following variants:

As Cable-Assembly:

Variants	Picture	USB-type	Cable-length	Cable-diameter	Use-case	Order-Nr.	Drawing-Nr
USB 2.0 Micro-B		2.0	80 cm	3,5 mm	mobile phone, tablets, cameras	267361	L99-988-800
USB 2.0 Mini-B		2.0	80 cm	3,5 mm	mobile phone, tablets, cameras, GPS	267355	L99-987-800
USB 2.0 Typ-B		2.0	180 cm	4,0 mm	Printing, portable Festplatten	267362	L99-989-1800
<i>iphone 4 (30-PIN) - MFi</i>		<i>2.0</i>	<i>80 cm</i>	<i>3,5 mm</i>	<i>apple iphone, ipod, ipad gen. 4</i>	<i>tbd</i>	<i>L99-990-xxx</i>
<i>Iphone 5 (lightning) - Mfi</i>		<i>2.0</i>	<i>80 cm</i>	<i>3,5 mm</i>	<i>apple iphone, ipod, ipad gen. 5</i>	<i>tbd</i>	<i>L99-990-xxx</i>
<i>Samsung 30-pin</i>		<i>2.0</i>	<i>80 cm</i>	<i>3,5 mm</i>	<i>Samsung Tablets</i>	<i>Tbd</i>	<i>L99-990-xxx</i>

As a plug-variant:

1 plug for all <i>magneticUSB</i> 2.0 products						267353	MU1S101-000Z
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# Products

**Rosenberger**

USB 2.0 A connector male to USB 2.0 Micro-B, cable length: 80 cm



*“Fast. Reliable. Simple. The new magnetic USB 2.0 cables. Their intelligent magnetic interface automatically finds the connection on the computer and simultaneously prevents USB cables getting stuck or being torn out. They promise optimum protection of the connected USB devices - at full speed”.*

Order-# 267361

# Products

**Rosenberger**

USB 2.0 A connector male to USB 2.0 Mini-B, cable length: 80 cm



*“Fast. Reliable. Simple. The new magneticUSB 2.0 cables. Their intelligent magnetic interface automatically finds the connection on the computer and simultaneously prevents USB cables getting stuck or being torn out. They promise optimum protection of the connected USB devices - at full speed”.*

Order-# 267355

# Products

**Rosenberger**

USB 2.0 A connector male to USB 2.0 Type-B, cable length: 1,8 m



*“Fast. Reliable. Simple. The new magneticUSB 2.0 cables. Their intelligent magnetic interface automatically finds the connection on the computer and simultaneously prevents USB cables getting stuck or being torn out. They promise optimum protection of the connected USB devices - at full speed”.*

Order-# 267362

# Products

magneticUSB Plug for all magneticUSB products



**Rosenberger**

*“The magneticUSB replacement plug for all magneticUSB products. To combine with cables for printers, mobile phones, Mini USB and much more. Just plug and play.”*

Order-# 267353

# Apple-Plug-integration (example)

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The example shows how we plan to integrate the Apple Plugs to our magneticUSB

USB 2.0 Plug-A to apple lightning



USB 2.0 Plug-A to apple 30-pin



Attention: the color of the cable and the magneticUSB plug should be white !

# USP

The magneticUSB Cable and his Unique Selling Proposition

An innovative gadget to its unbeatable advantages:

- Easy, fast, uncomplicated replug devices
- Safe thanks to magnetic interface

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# Productinformations

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Product-Videos

Rosenberger-TV (Channel): <http://www.youtube.com/user/RosenbergerTV>

Magnetic-USB-Video german: <http://www.youtube.com/watch?v=hz5FFmjAu9U>

Magnetic-USB-Video english: [http://www.youtube.com/watch?v=\\_ktZt6J2qNk](http://www.youtube.com/watch?v=_ktZt6J2qNk)

Other languages: Portuguese, Spanish, French

Productlandingpage (english/german)

[magnetic-usb.com](http://magnetic-usb.com) / [magnetic-usb.de](http://magnetic-usb.de)

facebook

[www.facebook.com/magneticUSB](http://www.facebook.com/magneticUSB)

webshop – launch in february 2014

[shop.rosenberger.com](http://shop.rosenberger.com) / [shop.rosenberger.de](http://shop.rosenberger.de)



# POS @ euronics

**Rosenberger**

On 1/14/2014, we launched our *magneticUSB* products to market at EURONICS.

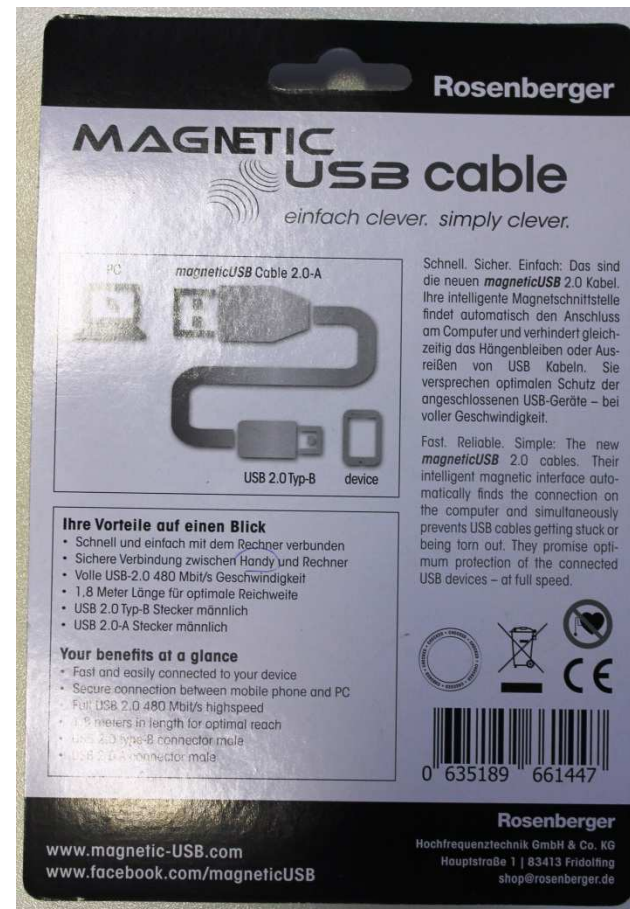
At the front of the product gondola our blisters are posted at the euronics-retail-store in Burghausen. A feature film shows the advantages of the *magneticUSB* products.



# Packaging

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Our products are individually wrapped in a plastic sheet molding in front of a cardboard presented. The back describes the technical specifications, product benefits and points of CE and hazard labels. All packages are labeled in 2 languages: English and German.



# Contact/Team

**Rosenberger**

Further informations/contact

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