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WHY? Launches KICKSTARTER campaign for DUAL CHARGE + SYNC iOS Lightning cable.

JULY 15, 2014 – Newport Beach, CA – WHY?, a California based designer and developer of consumer electronics, launched a Kickstarter Campaign in order to raise funding for a Dual Charge + Sync iOS Lightning cable.

In the accessory world, there are split cables featuring 30-pin connectors and micro USB plug ins, but nothing that comes close to using dual Lightning connectors, which can charge and sync two iOS devices simultaneously, thus WHY? created the Dual Charge + Sync iOS Lightning cable.

Why? Cable is the first product in a series of innovative iOS accessories and application enabled devices developed by Why?.

The Why? team draws from a wide background of skill sets and capabilities, from industrial design and mechanical engineering, to electronics and schematics design. We even make our own websites and write our own code in-house!

Why? is a team of veteran designers with a good sense of humor and commitment to creating, engineering and delivering remarkable products.

The team utilizes creative skills and manufacturing knowledge to create new and unique technologies in the iOS world. Why? has been involved in many innovative iOS accessories and power solutions over the last few years. The experience in this field and genuine appreciation for Apple products has given us the (ambition/drive) we needed to launch our own brand.

Please help us achieve our funding goal of \$30,000.00 USD.

With funding, we can continue our R+D efforts, create tooling and move the project into production!

The Kickstarter campaign will run from 7-15-2014 until 8-13-2014.

Please use this link to view the campaign.

<https://www.kickstarter.com/projects/1245656884/a-new-way-to-charge-and-sync-your-ios-devices>

Image links:

https://drive.google.com/file/d/0B_LLwAhTw255MVBOXzU1aEliRIk/edit?usp=sharing

https://drive.google.com/file/d/0B_LLwAhTw255LWtBUk5ubXNzbGs/edit?usp=sharing

(if links do not work, copy and paste the address into your browser)

Thanks!

Why? Cable team

