Saluting Innovation @ Nifty

by Cortney Behrends

Maintaining the battery life on my phone is a constant challenge, especially with the amount of traveling I do. There are many times that I am unable to make it to an electrical outlet or much less be in one place long enough to get a complete charge.

Nifty, a U.K. based company, has designed a wearable phone charger that might just be the answer. The team at Nifty wanted to incorporate the concept into something we already wear every day, a belt. They’ve taken the latest flexible battery technology and concealed it in a strong, stylish belt with power to fully charge your phone at least once. The Xoo Belt looks like an ordinary belt, but actually contains 2,100mAh of battery capacity inside with a charging wire magnetically nestled against the inside of the belt.

The company started an IndieGoGo campaign in early November that runs through December 18th. While they're launching a relatively small range of styles, they plan to expand rapidly. I will need one in every style. We salute Nifty for bringing together the idea of functionality, form, and fashionable simple design into our everyday wardrobe.

Read More InnoSalutes

Innovation comes in many shapes and sizes. Stay informed about the latest and greatest innovations happening in the world as our team salutes our favorites and uncovers what makes them authentically innovative. Click here for more #InnoSalutes.

Originally published on November 21st, 2014

What's your view? Add your question or comment
About the Author

Cortney Behrends

cortney.behrends@kalypso.com

Cortney is an experienced professional focused on identifying innovation across various industries and supports the creation of content for the Chief Innovation Officer.