

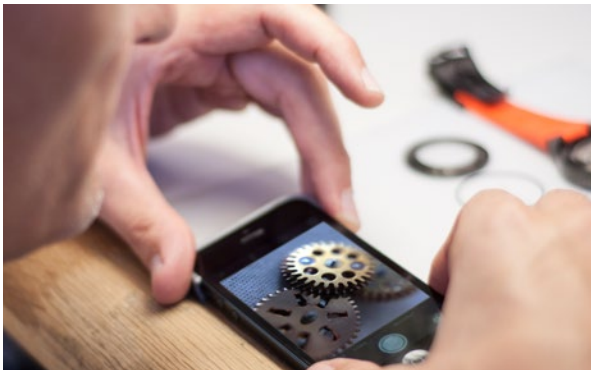
iCROS

The smartphone microscope, formerly my-iCros, has been rebranded as iCROS.

However, it is not just a name and logo change. The rebranding of iCROS also marks the release of three new iCROS products over the popular online crowdfunding platform Kickstarter. The most interesting new release by the iCROS team (led by Sebastian Pfirter from Swiss company Designerei Ltd.) is iCROS UNI, a universal model that thanks to its corner mounted orientation fits virtually any device with a corner camera – including the iPad, iPod touch, and many different smartphones.



iCROS UNI,
iCROS for iPhone 7
and iPhone 7 Plus



Watchmaker with iCROS



Silk-printer with iCROS UNI



6 year old Emily grabs iCROS

Alongside iCROS UNI, the iCROS team will also release brand new models for the iPhone 7 and iPhone 7 Plus. All new models will be available exclusively through the online Kickstarter campaign and for the first time, iCROS will be available worldwide – with free shipping.

The campaign will run until November 20 and will finance further development work on new iCROS models. As before, all iCROS models will still be manufactured by 3D printing in Liestal / Switzerland by the company Designerei Ltd.

The functional principle is really simple – iCROS is placed directly over the camera lens of the smartphone or tablet. With your preferred camera app you can then shoot photos and videos at a 150x magnification. Start seeing life up close with iCROS.

To see all 10 different iCROS models, visit:

www.kickstarter.icros.ch

www.icros.ch

Press pictures: <http://www.icros.ch/press.zip>

Designerei GmbH
Sebastian Pfirter
Benzburweg 18
CH - 4410 Liestal

www.icros.ch
www.designerei.ch
press@designerei.ch
☎ +41 (0)61 922 00 21