



## **Modulaj by TRiiNG**

Kickstarter Campaign for Titanium Smart Ring With Context Based Smarts.  
Featuring Lab-Grown Sapphire & Spinel Gemstones.

PRESS RELEASE: May 11, 2017. 0900 PST.

On May 11, 2017, 9.00 am PST, TRiiNG ([www.triing.in](http://www.triing.in)) launched their Kickstarter Campaign for Modulaj, the first in a range of forthcoming fine jewellery embedded with smart technology, and the first bio-compatible Titanium wearable featuring lab-grown Sapphire and Spinel gemstones.

Inspired by Montreal's mid-century Brutalist architecture, Modulaj smart ring is a notification apparatus for one to be connected and yet detached from the incessant digital noise that envelops us.

With Modulaj, TRiiNG Collective has created the means for users to interface with their Android or iOS smartphone using touch-input and receive context-derived visual/sensory alerts. Modulaj is conceived to return to the user full control over relevance and amount of information received.

Incoming phone calls, SMS and email notifications are filtered using word clouds and most relevant alerts passed through. Modulaj is as much productivity tool as style statement. Tether your smartphone. Rest easy knowing Modulaj delivers the most pertinent bits & bytes to your fingertips.

### **FEATURES OF MODULAJ**

Modulaj is available in ring sizes: US 6, 7, 8, 9, 10, 11

### **MATERIALS**

- Aircraft grade bio-compatible Titanium body
- Lab-grown Sapphire and Spinel gems
- Weighs 15 grams
- Water-Resistant
- Fully recyclable

### **HARDWARE**

- Smallest hardware footprint at 16.3 by 16.3 mm
- Cortex M4F microprocessor for efficient data processing
- Flash storage to function independent of smartphone
- Ultra-sensitive 3-Axis accelerometer for superior haptic response
- Power efficient vibration motor
- Rechargeable Li-poly battery with 24 hours life



## HAPTICS

- Activate smart phone by tapping Modulaj
- Broadcast SOS with geo-location coordinates
- Initiate a fake phone call
- Silence ringer of smart phone

## VISUAL & TACTILE ALERTS

- Profiles - at work/at leisure - to prioritise inbound phone calls
- Customisable vibration and LED settings
- Contextual - word clouds filter SMS messages and emails
- Independent calendar alerts
- Notifications from third-party apps (Uber, WhatsApp)

## AESTHETICS OF MODULAJ

Modulaj smart ring anticipates the return to brutalist architecture of Montreal's *Société de transport de Montréal* and explores the versatility of straight lines and modular efficacy of interlinked segments. Fine jewellery immersed in technology, the ring expresses the stark brutality of sheet metal and softens lines by thoughtful arrangement of accents—of polished and buffed metallic sections capped with translucent lab grown semi-precious gems chosen as much for their hardness on Moh's scale as for their colour—*Ciel* in blue Spinel and *Noir* in black Spinel, and *Glace* in white Sapphire.

Formal metal working techniques and precision engineering come to fore with this art | tec offering.

## ABOUT US

TRiiNG Collective tapped a global network of talent to bring to market their first offering. The core team is Sinh and Prama, seasoned professionals working at the intersect of luxury, fashion and technology with combined experience of 30+ years.

Sinh Bisen, Founder and CEO, has an impressive resume spanning business strategy, online security, investor relations, literary fiction author and summa cum laude PhD from the University of Miami, Florida. With two IPOs under his belt, Sinh is your quintessential start-up veteran who has set his sight on the Wearable market.

Prama Roy, Founder and Creative Director, is deeply rooted in the fashion industry for over 25 years. Alumni of Parson's School of Design, New York, she has vast experience with luxury brands, womenswear design and brand development. Prama has worked with avant-garde designer Isabel Toledo, The Costume Institute at The Metropolitan Museum of Art, New York and as Chief Designer with Ports 1961.

## IMPORTANT LINKS

KICKSTARTER CAMPAIGN PREVIEW <http://kck.st/2qxVnme>  
MODULAJ VIDEO PREVIEW <https://youtu.be/wtfc14bvvql>  
TRiiNG PRESS KIT <https://www.triing.in/press-kit/>



**TAGS.** Crowdfunding, Titanium Jewellery, Lab-grown Gems, Smart Ring, Full Circle Sustainability

**Deepak Sinh Bisen**  
CEO & Founder

"Wearability is lacking in Wearables. This is why we created Modulaj."

[www.triing.in](http://www.triing.in)

Prima Roy, Creative Director and Founder.  
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