

A social object connected to the Internet

Rymble: a product that brings Internet social networks to the real world

Bilbao, Spain. 21st June, 2011. *Rymble is an object connected to Internet social networks, merging the real and the virtual worlds. It is a “social compass” that, instead of pointing to the north, moves in different directions as news and alerts happen in the user’s social network, in the web page of a company, artist, sports team or any other subject.*

Rymble is a new product concept by **Symplio**, a start-up based in Bilbao, Spain. Apart from an attractive design, Rymble breaks the traditional schemes about decorative objects, experiencing the Internet through its external look & feel, without screens or keyboards. This product mirrors all the events that happen in the user’s social networks through movements, sounds and changes in its external aspect, thus becoming a “social object”.



Additionally, Rymble’s external look is easily adaptable through “skins” to different topics to match user’s preferences. Sports teams, celebrities, artists and brands are just some of the hundreds of available skins to customize its behavior, connecting to the social networks about those topics. Rymble is capable of gathering online information about the preferred



topic from the Internet, reacting physically through movements to inform the user about any related event, becoming a living and emotional product.

There are no limits, since anyone can design skins for Rymble and share them with others. *“We want the community to design skins and product extensions for Rymble. Therefore, we will provide open frameworks and development tools to help people develop new ideas, experiences, and functional features to make Rymble a unique product, completely customizable”,* says Iñaki Vazquez, CEO of Symplio.

Rymble is an innovative product that opens new possibilities for individual users and also for companies, which could create “Merchandising 2.0” objects for their

customers, allies, partners and fans. These objects will represent the company through its external look, but they will also connect to its social network, resulting in an emotional experience in the real-world associated to the brand.

Rymble will be available in the coming months. In order to obtain more information or watch a video about the product, please visit the official site: www.rymble.com

In order to obtain the press kit and high-res images, please visit: www.rymble.com/press-kit/



ABOUT SYMPLIO

Symplio is a tech start-up focused on designing product experiences merging the **real-world and the Internet** for lifestyle, well-being and entertainment consumer markets. The main objective is the creation of Internet-connected **social objects**: products that use knowledge on the Internet to become smarter and more collaborative, transforming the users' environment into a more personal and emotional space.

Symplio collaborates with other companies to design innovative business models built upon this new generation of smart Internet-connected objects, being one of the pioneers in the field of Internet of Things.

More information available at: www.symplio.com

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