



press release

PRESS INFORMATION
WEDNESDAY JANUARY 21, 2015

TEENAGE ENGINEERING AB

SE STUDIO
KATARINA BANGATA 71
11642 STOCKHOLM
SWEDEN
T 46 8 641 98 53

US OFFICE
595 11TH AVE, NEW YORK
10036 NEW YORK
M 1 (702) 738-7633
T 1 (212) 254-2800

ORG NR 556718-3719
VAT SE 556718371901

teenage engineering and cheap monday join forces.

- launches a line of micro synthesisers and matching gear.

january 22nd teenage engineering and cheap monday launch a line of pocket operators – micro synthesizers that fit in your pocket and a line of matching gear. the launch takes place simultaneously in-store and online at colette, paris and the namm trade show in los angeles.

the idea of the collaboration between teenage engineering and cheap monday was born in the autumn of 2013. the engineers needed new, protective, lab coats for the staff and instead of buying generic ones teenage engineering's creative director, jesper kouthoofd, turned to his longtime friend ann-sofie back asking cheap monday to design a unique coat and additional garments for his team. cheap monday took on the challenge but asked for a return favour; what began with the engineers need for new lab wear grew into a project where a line of portable synthesisers and matching gear were born in a unique collaboration between the two brands.

the matching brand philosophies: to "make jeans and fashion for the people" -great products at a good price- (cheap monday) and "we believe in making products for everyone, no matter where you live or what language you speak" (teenage engineering) has provided the perfect cornerstone for the collaboration as well as acted as an inspiration for the design process. with the new pocket operators, retailing at only \$59 each, teenage engineering and cheap monday are most likely introducing the smallest, smoothest and cheapest synthesisers ever, still delivering premium sound, features and effects.

- i think this can be the seed to a new movement, at least a new music genre. all thanks to the open minded team at cheap monday and ann-sofie back, says jesper kouthoofd, founder and ceo at teenage engineering

with the launch of the teenage engineering collaboration, cheap monday has now taken a step outside of its core business; jeans and fashion.

- it's great to work with jesper again, not to mention the rest of the amazing team at teenage engineering. in addition to being amazing products in its own right, the pocket operators are a perfect addition to the cheap monday assortment, fulfilling our brand promise to make great products at a good price, says ann-sofie back, creative director at cheap monday the pocket operators will be launched at internationally renowned concept store colette on january 22nd and will be available exclusively in store, on www.colette.fr and on www.teenageengineering.com until february 1st. from beginning of february www.cheapmonday.com and selected retailers across the world will carry the pocket operators and the gear.

about the products.

pocket operators

teenage engineering's new line of musical instruments is called pocket operators and consists of three pocket sized synthesizers. all three models come without casing where the components and artwork are visible directly on the printed circuit board. the 2xaaa battery powered pocket operators also come with a segment lcd screen, built in speaker, alarm clock and a stand made from bent wire. all models also feature parameter locks as well as synchronisation functionality and they all have 3.5mm line in and line out. each model has its own set of effects such as filters, bit-crushing, delay, stutter and many more. the price is \$59 each.

the gear

cheap monday has produced a collection of tees and a set of pins exclusively for the collaboration. there's also a case for the po's. for the tees, two prints are taken straight from the graphics of teenage engineering's lab wear and one tee has a pocket operator as a motif. the pins carry graphics from the lab wear and the po-case features both companies' logos. the tees are 40\$, pins are 15\$ and the po-case is 39\$.

campaign images of the band dolores haze www.facebook.com/doloreshazeband, attached to the release, are shot by artist julia peirone www.juliapeirone.com, the song featured in the campaign video shown on www.cheapmonday.com is created by producer pontus winnberg, for dolores haze.

find more info in the teenage engineering & cheap monday factsheet.

high res. press images are available at:
teenageengineering.com/press (no password required) or at www.cheapmonday.com/press

youtube video at [search: pocket operators + teenage engineering] or visit www.youtube.com/user/teenageengineering

user: cm
password: cinema

for further information, please contact:

emil kulläng
pr & marketing manager at teenage engineering
email: emil@teenageengineering.com
phone: +46 709 227 667

sara hampus
head of pr and communication at cheap monday
on email: sara.hampus@cheapmonday.com
phone: +46 8 30 59 00

teenage engineering creates high quality, well designed, electronic products for all people who love sound and music. the company was founded in 2007. teenage engineering's first product was the op-1, a portable all-in-one synthesizer used by world famous artists. od-11, the all-in-one loudspeaker made to play cloud music was exclusively released at moma nyc summer 2014.

cheap monday is a swedish jeans and fashion brand founded in 2004. the company's business concept is to offer high fashion clothing at a good price. the brand is currently represented in more than 35 countries through approximately 2000 stores. cheap monday is a part of weekday brands ab, a subsidiary of fabric scandinavien ab, owned by hennes & mauritz ab. further information can be found at www.cheapmonday.com



fact sheet

PRESS INFORMATION
WEDNESDAY JANUARY 21, 2015

TEENAGE ENGINEERING AB

SE STUDIO
KATARINA BANGATA 71
11642 STOCKHOLM
SWEDEN
T 46 8 641 98 53

US OFFICE
595 11TH AVE, NEW YORK
10036 NEW YORK
M 1 (702) 738-7633
T 1 (212) 254-2800

ORG NR 556718-3719
VAT SE 556718371901

teenage engineering & cheap monday.

facts and functionality, the pocket operators:

teenage engineering's new line of musical instruments is called pocket operators and consists of three pocket sized synthesizers. all three models come without casing where the components and artwork are visible directly on the printed circuit board. the 2xaaa battery powered pocket operators also come with a segment lcd screen, built in speaker, alarm clock and a stand made from bent wire. all models also feature parameter locks as well as synchronization functionality and they all have 3.5mm line in and line out. each model has its own set of effects such as filters, bit-crushing, delay, stutter and many more.

PO-12 / rhythm

the rhythm is a drum machine with a 16 step sequencer with 16 different sounds which are a mix between synthesis and samples.

PO-14 / sub

the sub is a bass line driven synthesizer. it's got a 16 step sequencer with 16 sounds and 16 effects/playing styles.

PO-16 / factory

the factory is a melody / lead-synth oriented machine with a 16 step sequencer, 16 sounds and 16 effects/ playing styles.

about the collaboration.

background ann-sofie back and jesper kouthoofd:

jesper kouthoofd and ann-sofie back met for the first time in swedish fashion house acne's head office, 1999. back was the brand's womenswear designer and kouthoofd one of the founders. a few years later back moved to london and established her own label back and kouthoofd left acne to found teenage engineering. back and kouthoofd remained friends over the years and when ann-sofie back returned to stockholm to take on the position as creative director at cheap monday, alongside of her position at back, she set up a temporary office for the latter in the teenage engineering head office.

about cheap monday

cheap monday was born as an alternative for people who wanted fashionable jeans but didn't agree with the increasing prices of the brands which were popular at the time. the first 800 pairs with the characteristic skull logo hit the market in 2004. since then, the brand has reached a whole new level in terms of product offer and availability. today cheap monday carries main collections for women and men, as well as pre and in-season collections. the collections also include accessories, shoes and eyewear. cheap monday can be found in more than 35 countries, in about 2000 stores around the world.

about teenage engineering

teenage engineering creates high quality, well designed, electronic products for all people who love sound and music. the company's passion is technology, design, quality and simplicity.

the first product was the op-1, a portable all-in-one synthesizer used by world famous artists. the summer of 2014, the premium airplay cloud speaker od-11 was exclusively released at moma nyc.

teenage engineering was founded in 2007. the hq is located in stockholm, sweden. here a multidisciplinary team of software/electrical/mechanical engineers and industrial designers are developing the products from start to finish. the studio is a fully equipped workshop with state of the art rapid prototyping machines.