

NZ Startup 35% Funded in the First Day of Kickstarter Campaign

Auckland, 13 June 2019. BoringPhone, a small New Zealand startup, has raised over NZD\$7,000 of their NZD\$20,000 goal in just the first day of their 30 day Kickstarter campaign.

The BoringPhone is a revolutionary smartphone handset that **doesn't** have a browser, email, social media or any other infinite-scroll apps. What it **does** have is calling, texting, a camera, GPS maps, music player, podcasts, tethering and more.

"We all gradually became addicted to our smartphones together, and so it's hard for us to recognise how trapped we are," says Alex Davidson, co-founder of BoringPhone.
"BoringPhone is a device that isn't trying to keep you glued to your screen"

In NZ, we now spend an average of 18 hours per week on our devices¹, with many people spending significantly longer. This increased usage is encouraged by technology that is actively working to maximise the time in each app². Many people are starting to question this amount of time spent, head down, focused on a smartphone screen.

BoringPhone is part of the movement to push back against the overuse of technology and provide a balance between the benefits that come with technology and the space for all the other good stuff that lives outside our screens.

Using a generic handset as the base, and the Android operating system as the starting point, BoringPhone has trimmed back the user experience to just the necessary essentials.

The BoringPhone is available for pre-order on Kickstarter until July 12:

<https://www.kickstarter.com/projects/1535153164/boringphone-the-minimalist-smartphone>

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¹ <https://www.nielsen.com/nz/en/insights/news/2018/screen-time-skyrocketing.html>

² <https://www.1843magazine.com/features/the-scientists-who-make-apps-addictive>

About The Company

BoringPhone is a small NZ startup with a focus on improving our relationship with technology. It was founded by childhood friends, Alex Davidson and Jasper Mackenzie. Alex had struggled with his own smartphone usage and was looking for something to bridge the gap between old dumb phones and smartphones. Unable to find anything, he and Jasper created a BoringPhone prototype for Alex to test on himself. The difference in quality of life using the BoringPhone was so profound, that they believed other people might also benefit from this type of phone.

They decided on a Kickstarter campaign to test if the world was interested. So far, in preparing to launch on Kickstarter, opinion has been divided. Many people find the BoringPhone concept almost incomprehensible. Some people have even become angry when the idea of a phone without a browser is suggested. However, there is a group of people who are very interested and excited to discover the idea of a smartphone that is not actively seeking to monopolise their attention. Alex and Jasper are aiming the phone at this pioneering group.

The BoringPhone community is already beginning to grow. There is a following on Facebook (the perfect place to find phone addicts!), and stories about the BoringPhone have featured on [Stuff](#) and [Forbes](#).

[Media kit available online](#)

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