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## Kyoto’s mui Lab to Present Its Calm Technology at Web Summit 2019 in Lisbon

LISBON (Nov. 4, 2019) -- [mui Lab, Inc.](#), a Kyoto-based IoT design startup, will present ***mui***, a smart-home control panel built with natural wood, at [Web Summit 2019](#), one of the world’s largest technology conferences, from Nov. 5-7 in Lisbon, Portugal. The ***mui*** panel looks like a simple piece of wood until a swipe of one’s finger across its surface prompts a display to glow from within the device. **Designed as “calmer” alternatives to attention-demanding smart screens**, the panel returns to looking like a piece of wood in sleep mode, blending in with the room décor. mui Lab will present its vision at **PITCH**, the summit’s startup pitch contest..

“This is our first time to present our work at Web Summit. We are very excited to introduce a brand-new type of interface experience to event-goers. We believe technology can be synonymous with “unintentional” and “natural.” At mui Lab, we strive to create a harmony among technology, the humans using it and nature around them through the power of design and engineering,” mui Lab CEO Kaz Oki said.



>>Watch how mui works: <https://tinyurl.com/y3w4l26h>

Nov. 5	<b>Exhibition (Booth #325B, All day)</b> <i><b>mui Panel</b></i> -- Wooden smart-home control panel	
	<b>PITCH</b> (Startup Pitch Contest)	<b>mui Lab will present on PITCH Stage 3 (Pavilion 4)</b> <b>12:15 – 13:15</b> (group round 12) Contest schedule: <ul style="list-style-type: none"> <li>• Quarter final: 11/6, 4:15 p.m. @ PITCH stages 2 &amp; 3</li> <li>• Semi-final: 11/6, 5 p.m. @Centre Stage</li> <li>• Final: 11/7, 12.30 p.m. @Centre Stage (3 finalists) The winner will be announced on Center Stage at 4.25 p.m. following the final.</li> </ul>
Nov. 6	<b>Startup Showcase (New)</b>	<b>Quickfire (2 min) startup presentations (Hardware &amp; lot) Stage 2, 10:15</b> mui Lab and other startups will each make a 2-min presentation about their solutions to the biggest issues in their fields.
Nov. 7	<b>Machine Demo</b>	<b>Showcase of mui and other products presented Machine Demo Stage (Group 4), 12:15 -13:15</b>

### **About mui**

***mui*** is a wooden touch panel that serves as a smart home control hub. Designed as a distraction-free “calm design” interface for the post-smart screen era, ***mui*** enables users to focus on their tasks at hand and be in the moment while staying digitally “connected.” ***mui*** is the first product of mui Lab, which draws inspiration from the Taoism philosophy of “mui shizen” works to develop calm design devices and systems that can create a harmony among technology, the humans who use and the nature surrounding them.

### **About mui Lab**

mui Lab is a technology startup specializing in designing IoT interfaces that enable a “calm” digital living. We strive to harness the power of cutting-edge engineering to create harmony among technology, the human who use it and the nature surrounding them. mui Lab conducts global business from its headquarters in Kyoto, a city known for its successful blending of traditions and technology. mui Lab has presented its work on various global stages, including Milan Salone (2018 & 2019) and Consumer Electronics Show (CES) 2019, and has garnered worldwide media attention. mui Lab is a recipient of the [Best of Kickstarter Award 2018](#) and CES Innovation Award 2019. For more information about mui Lab, visit <https://mui.jp/#en>.

Our new office is located at: 294-1 Yanagino-Bamba Higashi-iru, Morita Bldg., 2nd fl., Ebisugawa-dori, Tawaraya-cho, Kyoto Japan



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*When you swipe the surface of this beautiful wood panel with your finger, a display consisting of dotted lights glows from within the wood, enabling you to talk, exchange text and voice messages, check news and weather, adjust the lighting and temperature of your home, play music and do much more.*