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Mui Lab, Inc.

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Kyoto's mui Lab Secures Nearly \$2M in Funding

Funding will enable IoT tech design startup to begin licensing its technology for post-smartphone-era interfaces to connected device makers

KYOTO (Oct. 31, 2019) -- mui Lab, Inc., a Kyoto-based IoT technology design startup, today announced it has secured 200 million Japanese yen (approx. \$1.85 million USD) in funding through the third-party allocation of shares to the investment funds managed by four different Japanese companies. The four companies are: Energy & Environment Investment, Inc., Darma Tech Labs Co., Ltd., Kyoto Bank Lease Capital, and The Kyoto Shinkin Bank.

The funding will enable mui Lab to continue with the development of its IoT platforms for novel user experience, while stepping up its R&D efforts and investment in building its core marketing team. The ***mui*** panel, the company's flagship home control device, uses the ***mui*** technology that turns any wood surface into a touch-sensitive interactive display. mui Lab is also working to develop additional "calm" digital interfaces that serve as alternatives to attention-demanding black screens.

"We envision a world where there is harmony among technology, the humans who use it, and nature surrounding them. With this funding, we can begin carrying out some of the critical steps toward achieving our vision and creating interfaces for a new, quality digital lifestyle," mui Lab CEO Kazunori Oki said. "The funding will also help us make our technology available to connected device makers and service providers through licensing."

Some of the fund managers also expressed their enthusiasm for supporting mui Lab through investment.

"With the abundance of digital gadgets, our lives are becoming more convenient everyday. But that has brought on some social problems, as well, including addiction to smartphones," Mikiya Kato, director of Energy & Environment Investment, said of the company's decision to invest in mui. "Mui Lab's concept of using 'calm technology' to enable us to live in harmony with technology and nature resonated with us. And we decided to invest in the company to help create the peaceful digital society."

"In the beginning, the 'calm technology and design' was a new concept to me. But the more I learned about how mui's calm systems draw inspiration from the Taoism philosophy of 'mui shizen,' and how the products are garnering media attention overseas, the clearer it became to us that there is a growing demand for this type of technology," said Narimasa Makino, CEO of Darma Tech Labs. "mui Lab has a solid technology with which to lead the world in digital innovation. Our desire to help Kyoto-based businesses grow on a global scale contributed to our decision to invest in mui Lab in this round."

About mui Lab:

mui Lab is a technology startup specializing in designing IoT interfaces that enable a “calm” digital living. The company was founded in 2017 as NISSHA Group’s internal entrepreneurial project and became an independent business in April 2019 through a management buyout. We believe “technology” can become synonymous with “unintentional” and bring out the best of humanity. We strive to harness the power of cutting-edge engineering to create a harmony among technology, the humans 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. The company’s flagship product, the “mui” panel, has been recognized worldwide for its sophisticated design and novel concept, garnering the [Best of Kickstarter Award 2018](#) and CES Innovation Award 2019. For more information about mui Lab, visit <https://mui.jp/#en>.

Press contact

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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.