



I am breaking my own rule by writing about this iPhone charger, that's how cool it is

By [Tim Conneally](#) | Published 4 years ago | [Follow @timconneally](#)

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As a tech writer, there are two things that I avoid like the plague: iPhone cases and iPhone cases. I say this as two separate instances because there are so freaking many of the things that avoiding them is a full-time job. Marketers indiscriminately shower me with information about various cases even though I have never displayed an interest in them, nor do I even own an iPhone.

In 2011, my BetaNews email address got 209 different email pitches about iPhone cases. Seriously...they were all different ones (Thanks to Tout for the inbox analysis, by the way.)

Today I'm breaking that rule and writing about a iPhone case Kickstarter project that caught my attention simply because of its ingenious design.

The JuiceTank by Detached, which debuted today, integrates a U.S. standard wall charger into the iPhone case, so users can charge their phone anywhere they go, without the need for a cord.

"I had a bad habit of leaving my charger at home and getting stuck with a dead cellphone,"

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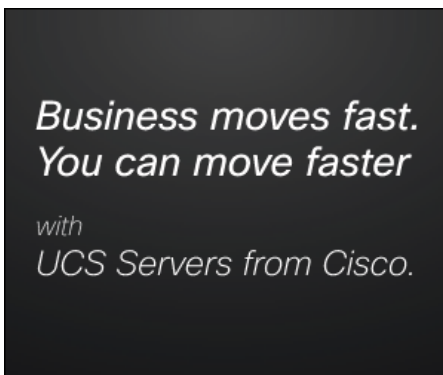
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you have everything you need to keep your iPhone looking great and fully charged at all times."

The case is set to debut at a retail price of \$70 USD, but Kickstarter funders can get one for \$55, and it is expected to ship some time in Summer 2012.



Don't expect me to make a habit of talking about iPhone cases, either. This item is exceptionally utilitarian, and I heartily approve of that ethos.

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James Eagle · 4 years ago

I have to say, this is a pretty cool case, but not something I'd ever want.

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Leslie Ann W · 4 years ago

LOVE it, can't wait to get my hands on one~!! i have an idea for your next project, seriously, are you open to ideas?

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lilmegz · 4 years ago

Theres one thing the company forgot to add to it... covers for the wall plugin prongs (to protect against wet weather and humid weather)

I would find this ideal for someone that just hates lugging around their iPod/iPhone USB Charger cable that Apple gives with each device and wants charging convenience in their pocket readily available :)

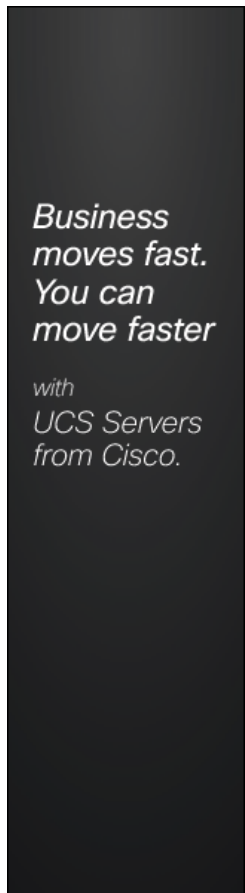
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Useless in the UK.

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James Eagle → StockportJambo · 4 years ago

Wouldn't take much to make a UK version.

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pmdci → StockportJambo · 4 years ago

Actually, it is the UK/Irish wall plug monstrosity that is useless =)

1 ^ | v · Share >



James Eagle → pmdci · 4 years ago

Hardly useless, They fit so much nicer. When i go abroad, plugs always seem flimsy and wobbly.

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Guest → pmdci · 4 years ago

Crap. It is simply safer.

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Tumultus → pmdci · 4 years ago

Still, the UK isn't going to change their plugs because of an iPhone accessory (which shouldn't even be worth an entire article). :)

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Tim Conneally → StockportJambo · 4 years ago

So it's pretty much a free product idea for a UK engineer, then?

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Mesquire → Tim Conneally · 4 years ago

Add a shaver's adapter and you can still use it in UK (or if you have a shaver's socket or two in the bathroom), but at 240V it will fry the whole thing if it cannot support multiple voltages.

If this thing is also a battery pack it's something I will buy for sure!

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Guest → Tim Conneally · 4 years ago

Not really because we use a 3-pin plug and the pins are not as flat/thin as in the photo.

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psychros · 4 years ago

Heh heh...reminds me of an idea my co-worker had years ago: a Nokia with a fold-away plug built right into it :)

Only drawback I see is that it hogs an entire outlet and then some. How often do you find an outlet that has nothing plugged in?

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Jeff Miller · 4 years ago

Slick. I'm just curious about the added bulk. It doesn't look like a tremendous amount. I'm still going to wait for the next iPhone, and then decide what my next smartphone will be. I hope Detached starts looking for other smartphones to adapt this to!!!

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