

ASTROHAUS

1732 1st Ave #29179, New York, NY 10128

Freewrite Press Kit

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Contact:

Adam Leeb

adam@astrohaus.com

(559) 426-5332

DO NOT DISTRIBUTE UNTIL FEBRUARY 23, 2016

Freewrite Smart Typewriter Now Available

World's first dedicated device for distraction-free writing composition now available for sale at getfreewrite.com

NEW YORK, NY – February 23, 2016 – Astrohaus today announced the launch of the Freewrite, the first smart typewriter for distraction-free writing. Now available for order at getfreewrite.com, the Freewrite will ship worldwide beginning in March 2016.

Tool for Professional and Aspiring Writers

“The Freewrite offers an ideal drafting environment for writers,” says Astrohaus cofounder Patrick Paul. “We are excited to launch a new tech product for writers that focuses exclusively on providing the best writing experience.”

Cofounder Adam Leeb added, “We believe that writers deserve their own professional tools to maximize their success. For the first time ever, writers are able to have a pure, distraction-free environment while retaining all the benefits of digital documents.”

Purpose-Built for Writing Success

The Freewrite unites timeless design with modern technology, allowing users to write anywhere, seamlessly sync their work online, and bypass digital distractions like email and web-browsing. The Freewrite's features include:

- E-Ink™ screen with frontlight
- Full-size mechanical keyboard with Cherry™ MX keyswitches
- 4+ weeks of battery life¹
- Internal capacity for over one million pages
- Support for syncing documents with Dropbox, Evernote, and others through Wi-Fi*
- 10+ languages supported*
- Rugged construction with aluminum body and stowable handle

* For full specifications see getfreewrite.com.

Pricing and Availability

A limited quantity of Freewrites is available now at getfreewrite.com. Units will be shipped worldwide at a promotional price of \$499 USD².

¹ With regular usage defined as 30 minutes of writing per day with Wi-Fi off.

² Plus applicable duties, taxes, and freight depending on destination. MSRP is \$549 USD.

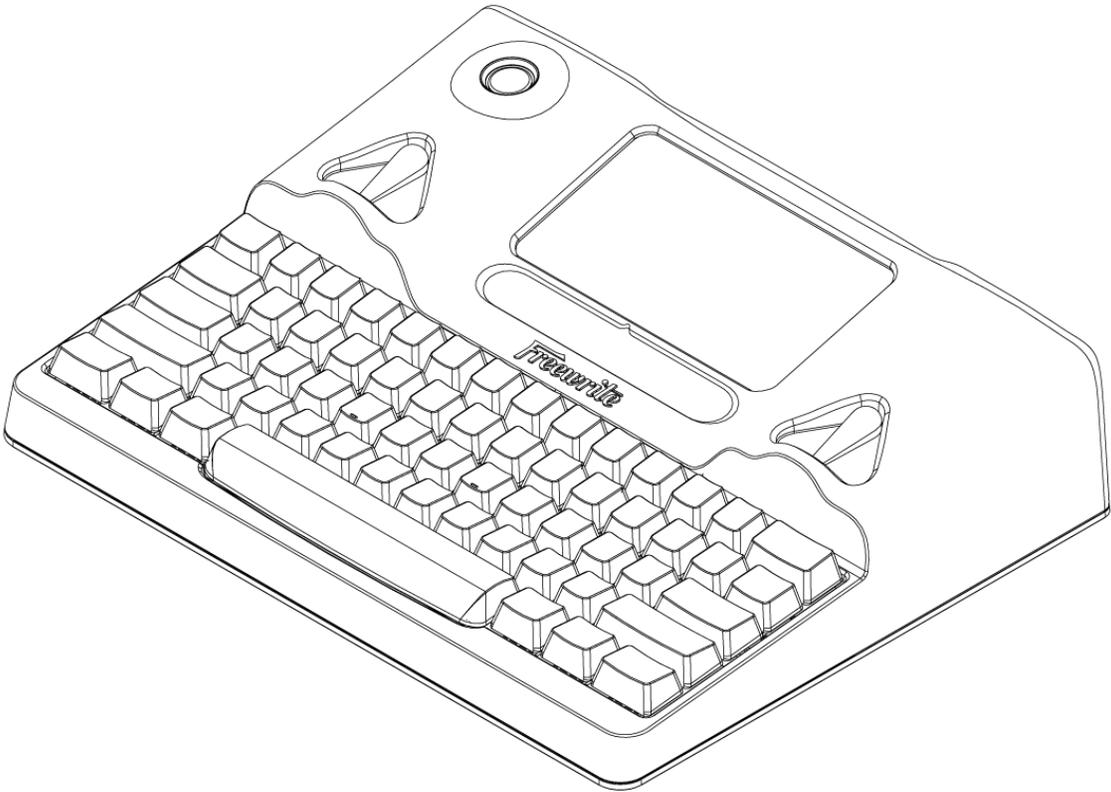
About Astrohaus

Astrohaus is a New York City-based product design company founded by Adam Leeb and Patrick Paul. It launched its inaugural product Freewrite, a smart typewriter for distraction-free writing, in January 2015 with a successful Kickstarter crowdfunding campaign. The campaign raised \$342,471 from over one thousand backers across the world. In June 2015, the product was awarded a Core77 Design Awards Honor.

You can follow Astrohaus on [Twitter](#) and [Facebook](#).

Press contact: Adam Leeb, adam@astrohaus.com, (559) 426-5332

Freewrite Product Specifications



DISPLAY	E-Ink™ screen with frontlight Writing canvas – 121mm x 68mm Status window – 113mm x 18mm
KEYBOARD	Full size mechanical Cherry™ MX brown keyswitches Available in ANSI and ISO layouts
ONBOARD STORAGE	Embedded flash memory
WI-FI	2.4Ghz Wi-Fi with capability for cloud syncing and over-the-air updates
PORTS	USB Type-C port
POWER	Internal LiPo battery 4 weeks run time with regular usage defined as 30 minutes per day
SUPPORTED CLOUD STORAGE PROVIDERS	Current: Dropbox, Evernote, Google Drive Coming Soon: iCloud
SUPPORTED KEYBOARD LAYOUTS	Current: English, International English, German, Italian, Portuguese, Spanish, French, Danish, Swedish, Dutch Coming Soon: Greek, Russian, Hebrew, Korean, Chinese, Japanese, and many more
SIZE	11.7" x 9.3" x 2.8" (298mm x 237mm x 70mm)
WEIGHT	4.0lbs (1.8kg)

FAQ

What is the Freewrite?

The Freewrite is a single-purpose computer designed specifically for writing composition. It combines a thoughtfully designed interface and the best quality components to provide the 21st-century writer with an environment conducive to productivity. As the first smart typewriter, the Freewrite combines the simplicity of a traditional typewriter with the benefits of modern digital electronics, including seamless syncing to the cloud.

Who are the primary customers?

Professional and aspiring writers make up our customer base. Freewrite customers include all types of writers, including novelists, bloggers, journalists, journalers, lawyers, songwriters, playwrights, poets, business executives, and others.

Why do writers need devices without distractions?

From our research, all writers have a specific method to help them focus. These methods can vary from writing longhand to using distraction-free software, but there's consensus that overcoming distraction and focusing is critical to every writer's process. Some famous writers are known for using extreme methods to beat distraction: George R.R. Martin uses a DOS machine with no frills and Jonathan Franzen sabotages his laptop Ethernet ports to eliminate access to the internet. The Freewrite provides a non-kludgy tool that every serious writer can use to help them focus on their writing without the downsides of older methods.

Cool idea. Where did the Freewrite come from?

The world first saw the Freewrite in prototype form as the Hemingwrite on Kickstarter in January 2015. The campaign was an immediate success and raised \$200k in the first 20 hours. By the end of the campaign, over 1,000 backers from around the world pledged \$342k to kickstart the product.

<https://www.kickstarter.com/projects/adamleeb/hemingwrite-a-distraction-free-digital-typewriter/description>

When is the Freewrite available for purchase and how much will it cost?

To support our community who has patiently waited over the past year, we will be having a 24-hour flash sale at \$449 USD beginning at 1pm EST on February 23, 2016. After the flash sale, the price will rise to a promotional price of \$499 USD through the end of March (\$549 USD MSRP). Shipments will begin in March 2016.

What colors are available?

Black.

Photo Contact Sheet

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