

Fonkraft modular smartphone makes crowdfunding debut

April 29 2015, by Nancy Owano



Many smartphone ads start their promotions stating their distinctive looks and novel features but save the phone's battery life stats for last. Fonkraft's video abandons the formula and rushes to the point.

"This is Fonkraft smartphone." And then the presenter says it from the top. "It has the longest-lasting battery." Then, "It has the biggest camera." And then, "It has the highest-quality sound." These are all modular features; the big deal about Fonkraft is that it is indeed modular. Components can easily be changed.

The operating system is Android. Music and photography capabilities are upgradeable. With Fonkraft, the 5-inch slideable display is a module, too, and can be replaced. Recharging a Fonkraft takes a microUSB cable, which is included in the package.

The Vienna, Austria, company said they were certain that modular smartphones are the future. Fonkraft Technologies is a young company with a small team. They said they see themselves as "a small, agile boat on a large, rough sea."

Their site is in beta version. "The full version of our KraftKorner is being developed. It will be home for every Fonkrafter. It will include a shop, Dev Center and more." The team said, "Think about Fonkraft as an open hardware platform, where brands and indie developers can create their own modules and then sell them via our shop." They have announced a crowdfunding stage. Their goal is \$50,000. They are inviting pre-orders. They said they are planning on shipping [this Fall](#).

A price of \$99 gets one Fonkraft pilot (149 mm x 71 mm x 12 mm and 200 g). The price is a limited-time discount offer, from the [retail price](#), they said, of \$249. They said the next pricing level will be \$149. Battery life is a standout with this basic configuration. "In standby, it can last up to 550 hours, with up to 30 hours of talktime and up to 90 hours of

listening to music."

The [battery life](#) for the Resolution and HiFi modules is a Li -Ion 2800 mAh and 2100 mAh, respectively. The battery for the Pilot, meanwhile, is a 4100 mAh.

The Fonkraft Resolution with its 20MP camera module and "sophisticated" optics, is described as a "configuration for those who understand a difference between a basic camera and a good camera"; Fonkraft HiFi, with a 192kHz HiFi module made out of wood is "for audiophile enthusiasts") and both are priced at \$199, a limited-time discount price from \$399. They said the next pricing level will be \$249.

Fonkraft Elements ("all the modules so you can make Pilot, Resolution, or HiFi on your own").has a limited-time discount offer of \$299 off the retail price of \$499. The next pricing level will be \$349.

More information: fonkraft.com/

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