

# Crowdfunding an undershirt device for sweltering suits

26 July 2019, by Nancy Cohen



Sony has come up with a wearable air conditioner. It's called the Reon Pocket. It is a tiny AC unit that fits right inside the shirt. The device takes a battery; the person adjusts the temperature by smartphone via a Bluetooth connection. Where does it go exactly? *Quartzly* said the lightweight gadget "slides into the upper back pocket of a specially designed t-[shirt](#)."

The Reon Pocket is in crowdfunding mode and it is for Japan only. The price for a shirt like this is about \$130.

Reports said deliveries would begin next year. *South China Morning Post* had a video posted to show people what it is all about; site visitors got a look at a man stepping out, all dressed up for business in a suit, comfortably dry.

This is a Bluetooth device; Reon Pocket, as it is called, supports Bluetooth 5.0 LE, said *Business Today*.

But, really, Sony? Crowdfunding? It might seem

absurd to delay a monthly phone payment so that one can help out the likes of Sony to launch a product.

Said one YouTube video [comment](#): Gofund me for Sony? Whats next? A gofundme for Apple?

This is 2019, however, and it has become clear that some companies are leveraging crowdfunding platforms to test the waters to see about supporter response. If dismal, crowdfunding hopefuls get the message that the concept is not one for heavy investment and product planning.

Ewdison Then, *SlashGear*: "Once upon a time, crowdfunding platforms like Kickstarter and Indiegogo were the go-to places for making dreams come true. It's where projects that would have never been greenlit by companies went to become reality."

These days, though, companies hold pre-orders or [gauge](#) interest in a product they will sell later on.

Deliveries of the device would begin next year, said reports. The device will come with one undershirt at the price of \$130. Crowdfunding supporters can choose from a few different packages, for multiple t-shirts.

Stephen Johnson, *Big Think*, said it was designed to help regulate body temperature. It releases warmth. Business men in formal read-for-meeting suits would stay cool braving city sidewalks through the small panel in the back of the shirt. But urban city life involves a business person navigating inconsistent zones of heat and [cooler temperatures](#) from [place](#) to place.

Hot on the pavements, cooler in some stores and food markets, coolest in offices, cinemas, shops. This device allows the wearer to set the right [temperature](#) —or just let the device set the right temperature automatically.

How it works: The video notes said Sony adopted a Peltier element. Marc Bain in *Quartz*: "Controlled with a [smartphone app](#), it's capable of heating or cooling the wearer via the Peltier effect, a thermodynamic principle widely used in [refrigeration](#)."

Its battery can last 90 minutes. Charging time is about two hours. Only 90 minutes? Considering what the device is used for, that seems ample. As Bain said, the device is "not really for all-day use so much as moving between air-conditioned or heated areas, such as during the commute to work. "

The undershirts come in men's sizes, in small, medium, or large, said reports.

Roger Fingas in *AppleInsider* stepped up with details on temperature settings: The shirt-pocket device is "powerful enough to drop local skin temperature from 36 Celsius (96.8 Fahrenheit) to 23 (73.4 Fahrenheit), according to Sony. Much of the company's marketing is geared towards Japanese [businessmen](#), who frequently walk the streets during the country's infamously hot summers."

More about the undershirt's material came from *Business Today*. "The [wearable](#) AC is not waterproof, but any dirt, sweat, water droplets that stick can be wiped off with a hygroscopic soft cloth."

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