



PENGUIN BOOKS PRESENTS

PENGUIN BOOK SHIELD

PORTABLE ESCAPISM - IMMERSE YOURSELF

PROBLEM.

Modern distractions often get pushed at us, and it's difficult for people to get pulled into a book.

INSIGHT.

67% of cell owners find themselves checking their phone for messages, alerts, or calls — even when they don't notice their phone ringing or vibrating.

IDEA.

Using faraday technology, Penguin Books will create a book jacket that blocks out wireless signals. This shields readers from distractions that are a click away, allowing them to be immersed in their book for an uninterrupted and focused reading session.

HOW IT WORKS

Once slipped on, the book jacket will block wireless signals within a 1m radius of the book. There is the option of turning it on and off so you can travel and not disrupt signals.

