



Durex Fundawear is billed as smart, connected, fun to wear undergarments. Photos: Durex/ML1 Media

Connected Couples

David Massarik and Doug Waters

(ML1 Media)

Couples that play together stay together. So hopes Durex. Durexperiment, an Australian division of condom maker Durex has announced its latest innovation, Durex Fundawear - an app-controlled, wearable technology undergarments (for both men and women) that allow couples to intimately connect even when separated by distance.

Fundawear works by wiring the technology normally used to make smartphones vibrate into underwear for men and bras and panties for women. Durex refers to the technology as Remote Touch and Remote Presence. According to Durex, the bra and underpants were made with mini actuators that simulate the sense of touch. These actuators can then be remotely stimulated via a smartphone app generating movement at sensors in different locations within the garments. The app has a diagram of your partners underwear, with icons representing locations of the sensors. You simply drag your finger across the screen which in turn stimulates the sensors touching your partners private bits. Both speed and intensity of the finger swipes are translated to the remote sensors.

An evaluation of some pre-production pieces

suggests the new Fundawear products are tailor-made for the Facebook nation of online relationships. The Fundawear product can generate the sense of touch of an offline (real, in-person) relationship and bring that to the online dating world.

The new technology of remote touch/remote presence is the most innovative aspect of the Durex product. Durex smartly prototyped the technology using off-the shelf components before moving to a custom circuit board, specifically miniaturized to fit in underwear and lingerie. It worked with lingerie designers and wearable technology experts to maximize the device effectiveness (sensations) while maintaining full levels of comfort and wearability.

For the public deployment of the product, Durex will utilize Amazon Cloud services to interact with the phone apps -both Android and Apple IOS versions are slated to be available. The application will create a seamless link from male underwear to a smartphone to Amazon Cloud services to another smartphone to female underwear. Of course the garments are labelled as 'moisture resistant' but definitely aren't suitable for the washer-dryer, or the hot tub.

Another concern is that security is properly implemented in the final shipping product. The thought of a hacker gaining control of ones private bits is more than a touch arousing.

Aside from serving as good news to most long distance relationships, Fundawear builds on the current generations addictions with using smartphones. Remote Touch/Presence goes way beyond Sexting and X-rated selfies.

Durex is taking a careful and thoughtful approach to this emerging technology and surely looks to broaden it's customer base with an entertaining product. According to Ben Moir, the Fundawear Tech Director on the Durex project, "We've had fun making this. People are gonna want this."



Sweet dreams: pastry chefs out to get just desserts



Pastry chefs are the unsung heroes of the kitchen, creating the delicate pastries and breads that bring a restaurant's menu to life. From the flaky layers of a croissant to the intricate designs of a wedding cake, their expertise is essential to the dining experience. Many chefs start their careers in apprenticeships, learning the craft from experienced professionals. The industry is constantly evolving, with chefs incorporating new ingredients and techniques to create innovative and delicious treats.



The School Bonus is available to all 11-12 year olds in Australia. To qualify, you must be a resident of Australia and be aged 11-12 on the date of purchase. The School Bonus is available until 31st October 2013.

\$110 in gear for each primary student
Total value \$110000

\$220 in gear for each secondary student
Total value \$220000

Avengers eligible!
The School Bonus is available to all 11-12 year olds in Australia. To qualify, you must be a resident of Australia and be aged 11-12 on the date of purchase. The School Bonus is available until 31st October 2013.

Visit www.mattel.com.au for more information.