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## **FIRST LOOK Tour: The Cyrcle Phone** A Non-Rectangular Phone for Non-Rectangular People

**News Summary**

* **Fall 2019 Launch:** The next gen Android 9 4G LTE version of The Cyrcle Phone has a unique, non-rectangular form. Meant for sharing – this phone is a game-changer with two headphone jacks and two SIM cards; personal and professional or travel.
* **FIRST LOOK Tour:** The team is going on a road trip with pre-production prototypes for final feedback from users and to connect with fashion technology influencers.
* **Be the first to see The Cyrcle Phone:** Share your zip code here: [Visit My City!](https://mailchi.mp/cyrclephone/citytour2019)

**Full Story**

Seattle, WA: dTOOR today announced The Cyrcle Phone, a new cell phone, and a [FIRST LOOK Tour](https://mailchi.mp/cyrclephone/citytour2019) - the first opportunity to see this game-changing device in real life. A non-rectangular phone for non-rectangular people, The Cyrcle Phone exists to inspire a world where you can be you - whatever shape you are. In a sea of rectangular devices, those with a unique sense of style are at a loss when it comes to finding something new.

“What we’ve seen is an uptick in people wanting to communicate and be with each other in real life, and I think that’s because we’ve been so isolated with our phones and on social media – we hide behind that wall” says CEO Christina Cyr. With two headphone jacks, sharing is the new black.

In times that require immediate service, professionals are increasingly expected to be on-call and carry multiple devices – forget that - this Android 9 4G LTE model features two SIM cards, for work AND play.

We’ve seen companies like Amazon and Google break the rectangular paradigm with circular devices for the home – now is the time to innovate our mobile communication device.

**The Cyrcle Phone Features**

* Android 9
* 4G LTE for top speed
* Two Headphone Jacks to bring sharing back
* Two SIM Cards for personal, professional, and travel
* Circular Form Factor - as unique as you

**Availability**

See the phone in person on the Fall 2019 [FIRST LOOK Tour](https://mailchi.mp/cyrclephone/citytour2019). The Cyrcle Phone will be available for pre-sale after the trip.

**People over Product over Profit**

Founded in 2015, a 2G prototype of The Cyrcle Phone was [fully funded through a 2016 Kickstarter](https://www.kickstarter.com/projects/1662021259/make-your-own-cyrcle-phone) campaign and delivered to backers in a record 60 days as a DIY, 3D printable, educational device. In 2017-2018, the team focused on building momentum in the maker community – writing a community guide to launching a hardware startup and teaching over 200 people how to build their own phones.

Behind the scenes, The Cyrcle Phone has undergone intensive development. Founder and CEO, [Christina Cyr](https://www.linkedin.com/in/cyrchristina/), has traveled the world and led a team of over 50 employees and contractors to make the vision a reality.

With the launch around the corner, Ms. Cyr compliments their caliber; “I really trust in what my team members are talking about, what they focus in, and their specialization. At our company we value people over products over profits – meeting all those talented individuals has been an exceptional blessing.”

**Additional Resources**

* For the latest updates, follow @CyrclePhone and #GoCyrcleGo on [Instagram](https://www.instagram.com/cyrclephone/) or [Snapchat](https://www.snapchat.com/add/thecyrclephone)
* Send any questions or feedback to [hi@cyrclephone.com](mailto:hi@cyrclephone.com)
* Sign up and invite friends to the [FIRST LOOK Tour](https://mailchi.mp/cyrclephone/citytour2019)
* Access team and product photos, brand content, and past articles in our [Press Kit](https://1drv.ms/u/s!And8WWichN-FiO56Wgo3GbpiAVOstQ?e=vQdlxP)
* Connect with founder and CEO, [Christina Cyr on LinkedIn](https://www.linkedin.com/in/cyrchristina/)

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