

Spot Light

HitPlay Supplies A Zing!

Inventive craft makes these useful products brilliant additions to any household. A witty spin on regular routine processes, products from HitPlay accentuate the lighter side of life. Trendy, hip and fun, HitPlay presents state-of-the-art funky products that spice up regular and monotonous run-of-the-mill days. Listen to the radio in the shower; be certain to wake up with an alarm clock that runs away and hides or one that plays classic rock and roll numbers; get absolutely radical décor with unique lava lamps and more.

The core philosophy behind the designs at HitPlay is to unfold the simplicity within technology by

An innovative retail organisation, HitPlay works to create gadgets and accessories focussed at bettering modern lifestyles. By 'enhancing the way we function' HitPlay in a chic, revolutionary, and undeniably non-conformist way fashions path-breaking designer products. BY SULAIKA D'SOUZA

The Coffee Break Mug



developing its potential. Of premium quality, these products are designed by some of the best inventors, developers, and factories across the globe. Formed by arduous research, this captivating product line is high on efficiency and even higher on novelty.

Appealing to the tech and

lifestyle savvy individuals as well as the true gadget lover, products by HitPlay most certainly enhance the lives of those who embrace them. Some products that scream unique, while being undeniably entertaining are the Max Lounge Bossa, Sunjar, Moonjar, LED Booklight, Clocky, and Coffee Break Mug to name a few.

Max Lounge Bossa affords an intense relaxing experience. Easy to inflate and deflate, the Max Lounge Bossa comes with an inbuilt speaker system easily connected to an iPod, MP3 player or Cell Phone for the added pleasure of listening to favourite tunes while kicking back in an inflatable couch similar to a floatation device.

The sun and moon jars designed by Tobias Wong, bring a distinct ambient over any setting. The sun jar stores sunlight in its high power solar cell that comes with a rechargeable battery and LED lamps. When placed in sunlight, the solar cell creates an electrical current that charges the battery over a few hours. This stored energy is later utilised at night to empower the LED inside the jar. Throwing a soft amber glow, the sun jar radiates a little bit of the sun at night. The moon jar, works on a similar principle, but throws a gleaming white lunar light at night.

Voracious readers often find night

time to be a disadvantage when it comes to reading. An easy remedy for those who like reading right into the wee hours of the morning, is the LED Booklight which is a super slim light that automatically turns on as it flips open. Great for when travelling and not disturbing the lesser book obsessed mortals around, the LED Booklight is every reader's friend.

Clocky is a fun prankster alarm clock programmed to ensure its sleepy owners wake up. This little number beeps while hiding at a safe distance, making it necessary to physically sit up, locate the little destroyer of sleep and switch it off. The coffee break mug on the other hand is a fun way to enjoy hot beverages as it has an inbuilt slot to conveniently store a few cookies.

HitPlay comes with the added benefit of a convenient browsing of their products from the comfort of your home. Just clicks away, do shop at their direct store at www.hitplay.in.



A bookworm's night vision - the LED Booklight



Clocky, is an alarm clock that runs and hides to wake you up



The inflatable Max Lounge Bossa