SMART FABRIC- THE FUTURE’S USER INTERFACE

‘TEXTILE TRACKPAD’, DEVELOPED BY MADDY MAXEY AT AUTODESK’S PIER 9 and BROOKLYN’S NEW LAB SHOWS THAT SMART FABRIC IS FOR MORE THAN FASHION - Brooklyn

Overview: LOOMIA is a disruptive company known for innovation throughout the fashion and tech industry. (Recent winners of Topshop’s Top Pitch, Startup of the Year, 2016-Wearable Magazine and 2016 XRC labs portfolio company) Maddy Maxey, LOOMIA’s Founder is a Forbes 30 Under 30 Member, Thiel Fellow, and an awardee for Lord and Taylor’s Rose Award for Innovation. As part of an Artist in Residence at Autodesk’s Pier 9, Maddy developed a fabric that act as a computer interface, that you can pack in your suitcase.

RELEVANCY: Smart fabrics are projected to be 130B market by 2025. LOOMIA’s technologies
are foundational to this future. This year’s CES report as identified LOOMIA as an innovator in the space.

HERE’S WHAT WE’RE ANNOUNCING:

1. Maddy Maxey leads innovation at LOOMIA through GENESIS, the company’s incubator for future products.
2. Previous technologies from this process are currently under contract and production. LOOMIA’s most recent development is the “trackpad textile”, which allows you to control your computer by brushing a piece of fabric.

Screenshots of TEXTILE TRACKPAD controlling a computer mouse (GIF in press kit)

Why does this matter? - Imagine a TEXTILE TRACKPAD that can be folded into a backpack for easy travel. Trackpads and keyboards restrict our movement and ability to draw naturally. Larger work surfaces create the opportunity to truly treat the computer as a large canvas, and transform any space into a workspace.
THE TECHNOLOGY: LOOMIA has developed and refined their technology over the years, culminating in IP in: flexible apparel-friendly connectors, components, stretchy direct-to-textile conductive inks, custom battery form factors, and e-patterned materials. LOOMIA designs use cases, produces smart fabric panels (as thin and flexible as Nylon) that brands integrate into commercially viable products.

WHAT IS SMART FABRIC? smart fabric are textiles that can light up, sense and heat. As part of sensing, this fabric can be used as a way to interact with the digital world around us. Maddy Maxey developed this GENESIS sample to display potential product applications for LOOMIA’s fabrics. This piece has been engineered to read your gestures and motions and output them for larger scale drawings, 3D models and renderings.

This trackpad runs on specialized conductive fabrics and electronics that can sense touch and are flexible and soft. It is 30”x 36” and weighs 2 pounds- as much as a notebook. It can be folded to the size of legal paper and fits easily into most backpacks.

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Please contact for a full press kit with videos and GIfs
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