



INTERPHONE AT EICMA 2023: A SAFETY AND CONNECTIVITY ECOSYSTEM

Interphone, the Cellularline Group's specialized brand in mobile communication, will be showcasing an array of exciting updates at the 80th edition of EICMA.

The spotlight is on MESH 2.0 technology, highlighting the entire product catalogue.

Reggio Emilia, November 2023 - **Interphone**, a **Cellularline Group** brand specialized in communication devices for two-wheeled world, is pleased to announce its participation in **EICMA 2023 - the International Exhibition of Cycle, Motorcycle, and Accessories** - scheduled to be held in Milan from November 7th to 12th.

This event serves as an exceptional occasion to unveil Interphone's ecosystem of solutions, **synonymous with safety and connectivity for the modern motorcyclist**. Since 2011, Interphone's mission has been to provide advanced solutions for communication on the move, enhancing the riding experience and paying attention to the daily needs of all types of motorcyclists. This is also achieved through the expertise in telecommunications acquired by the Cellularline Group.

In this edition of EICMA, Interphone will reveal a complete **rebranding effort**, emphasizing the **new logo, packaging, and display materials for retail outlets, along with a renovated communication approach and a positioning closer to younger audiences and female riders**. The team, composed of **passionate riders**, understands the dynamics of two-wheeled experiences, continually innovating their product range based on real motorcyclists' needs.

The **reimagined Interphone brand** identity shines a special light on two new target demographics: **women passionate about motorcycling**, thanks to a slimmer and more refined design, and **young riders**, welcomed by high-performance audio options designed to resonate with their love for music and constant connectivity.

INTERPHONE ECOSYSTEM AT EICMA 2023

Today, Interphone offers a **genuine ecosystem for motorcycle enthusiasts**. The protagonists at EICMA will be the [U-COM range intercoms](#), communication devices characterized by different designs and functions. Specifically, [U-com 16](#) and [U-com 8R](#) are equipped with **MESH 2.0** technology, allowing easy connections between a large number of motorcyclists, with each device serving as a node in a network. The U-com line stands out for its native **ability to pair with devices from other brands** such as Sena and integrated models in helmets like Nolan, Shoei, Hjc, Schubert, and many others.

INTERPHONE

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Among the key products showcased at EICMA is the **Quiklox modular system** for smartphones on **motorcycles, bicycles, scooters, and cars**. Extensive customization and user-friendliness are the main features, enabling the combination of **various cases** with numerous **mounts**, providing total protection against impacts with functional practicality. Of particular relevance is the **QUIKLOX - WATERPROOF**, a waterproof case allowing smartphones to be used in any weather condition, offering a perfect blend of modern design and protection for adventurous riders.

Furthermore, demonstrating Interphone's ongoing commitment to providing innovative products for safer and connected rides, at EICMA **will also be presented rapid chargers** and additional LED headlights, including **fog lights**, among the most compact ones on the market with **ECE R149 approval, essential for legal road use**. Designed to be resistant to water, rust, and dust, they are made of a robust and durable aluminum alloy, perfect for customizing motorcycles with a more adventurous look, thanks to their practical, modern, and manageable design.

Interphone invites you to visit its booth at EICMA 2023, where you can learn more about this exceptional safety and connectivity ecosystem for motorcyclists. **HALL 13 BOOTH I50**

[DISCOVER THE FULL RANGE OF INTERPHONE PRODUCTS](#)

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Cellularline S.p.A.:

Cellularline S.p.A., founded in Reggio Emilia in 1990, is the leading company in the smartphone and tablet accessories sector with brands like Cellularline, Ploos, AQL, Music Sound, Interphone, Nova, and Skross. The Group stands as a technological and creative reference point in multimedia device accessories, aiming to offer users accessories with excellent performance, ease of use, and unique experiences. The Group currently employs around 240 employees, and Cellularline-branded products are marketed in over 60 countries.