



MAD Electronics



MAD-ELECTRONICS.com

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Brand Overview.



MAD creates essential elements for entertainment masterpieces.


We connect your master plan.

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Market Opportunity.

Current cables look and feel generic.

Anything connected to digital is fashion,
today. Today, consumers entertain on the go
and at home.  elevates the category.

And satisfies the emerging consumer.

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Target Consumer.

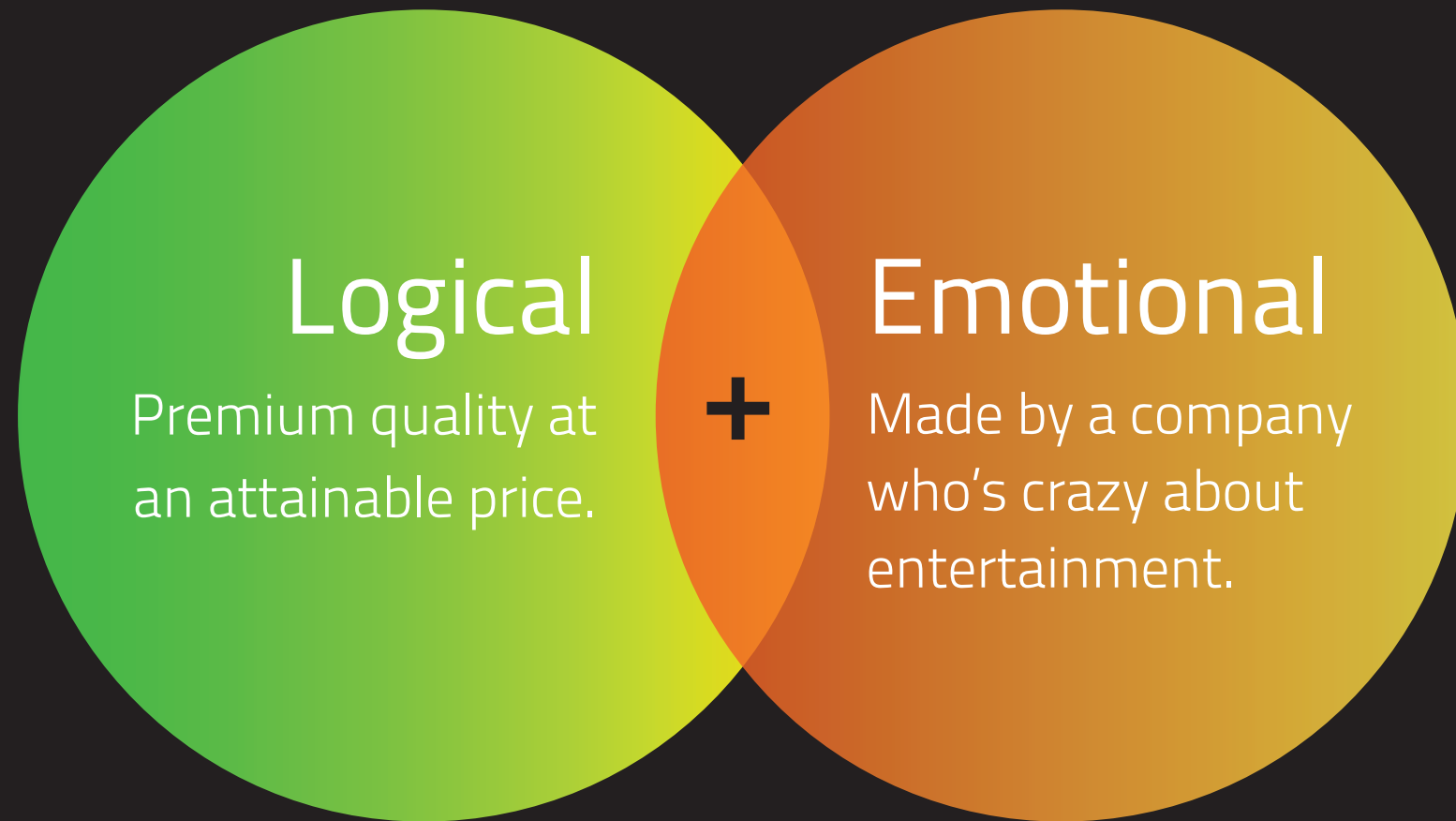
Well-connected consumers
who take technology seriously.
Those seeking **the best value-
to-quality ratio** when making
purchase decisions.

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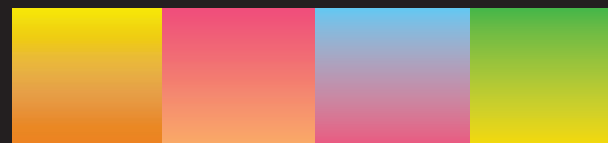




Brand Platform.



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Brand Tone.

Excited.

Bold.

Strong.



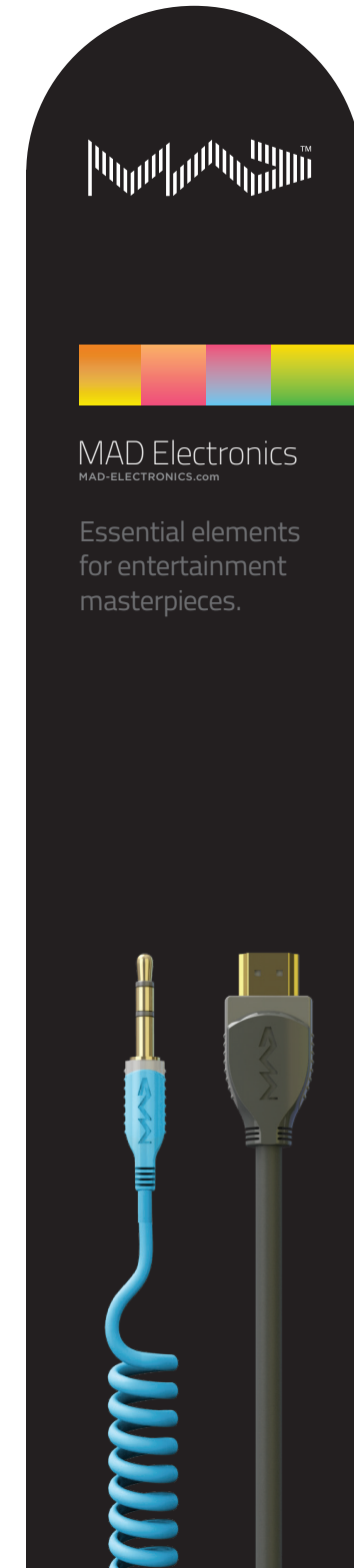
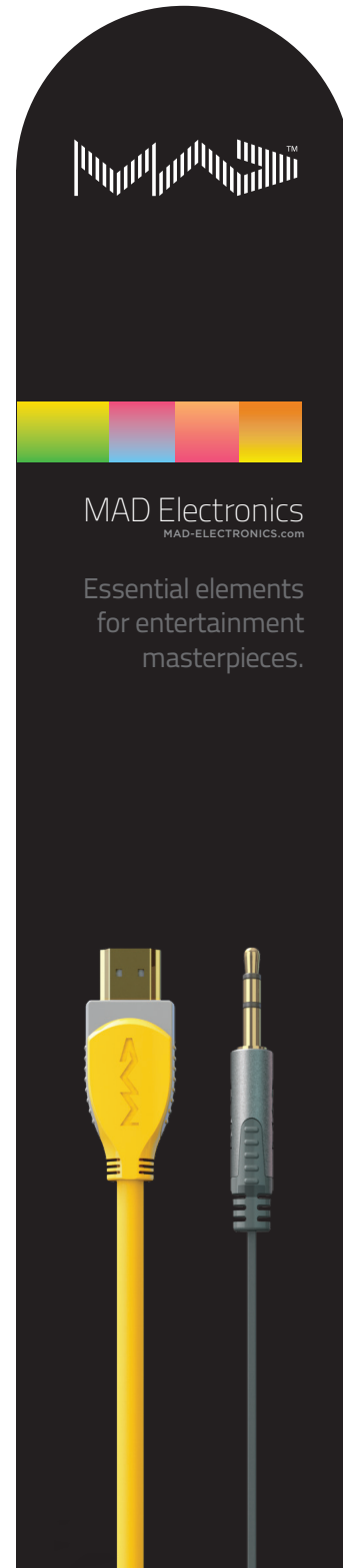
Round



Stayflat



Coiled



Retail POP Rack Design



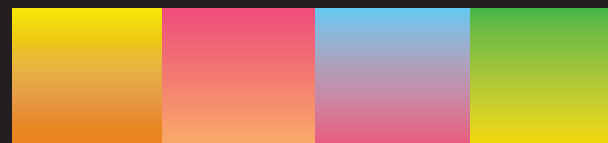
Connect your master plan. Ever notice how many words there are for 'mad?' There's mental. Bonkers. Looney. Daft. Bughouse. Meshuga. Out to sea. 730. 5150. Bellevue. Wacko. And of course bananas, daffy, and cuckoo. But you know what's really crazy pants? We decided to design our products for both sides of the brain, the science and the sexy. So go ahead. Go crazy. Get Mad. If you don't, you're nuts.

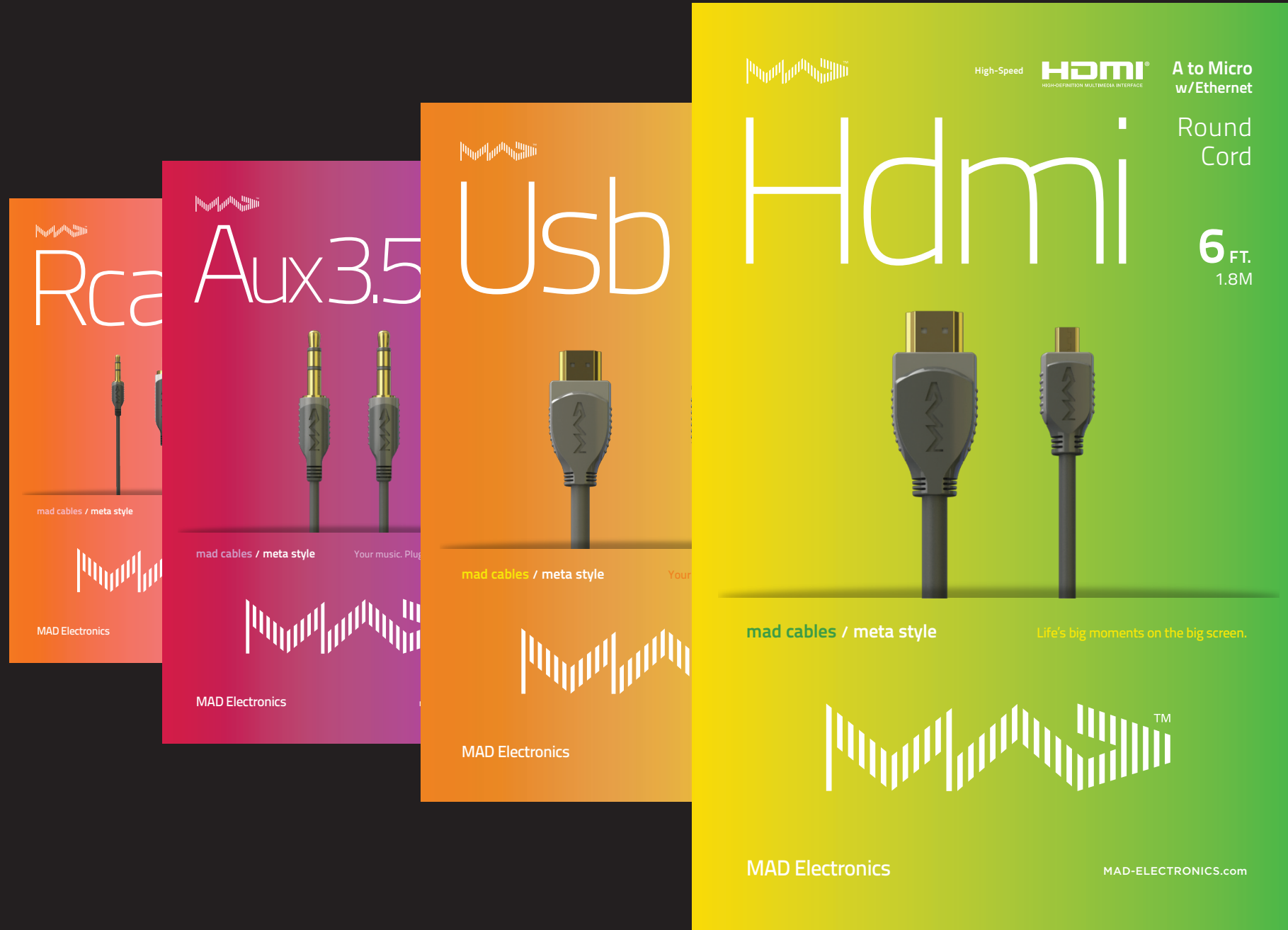
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Product Lines

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The new, elevated standard.

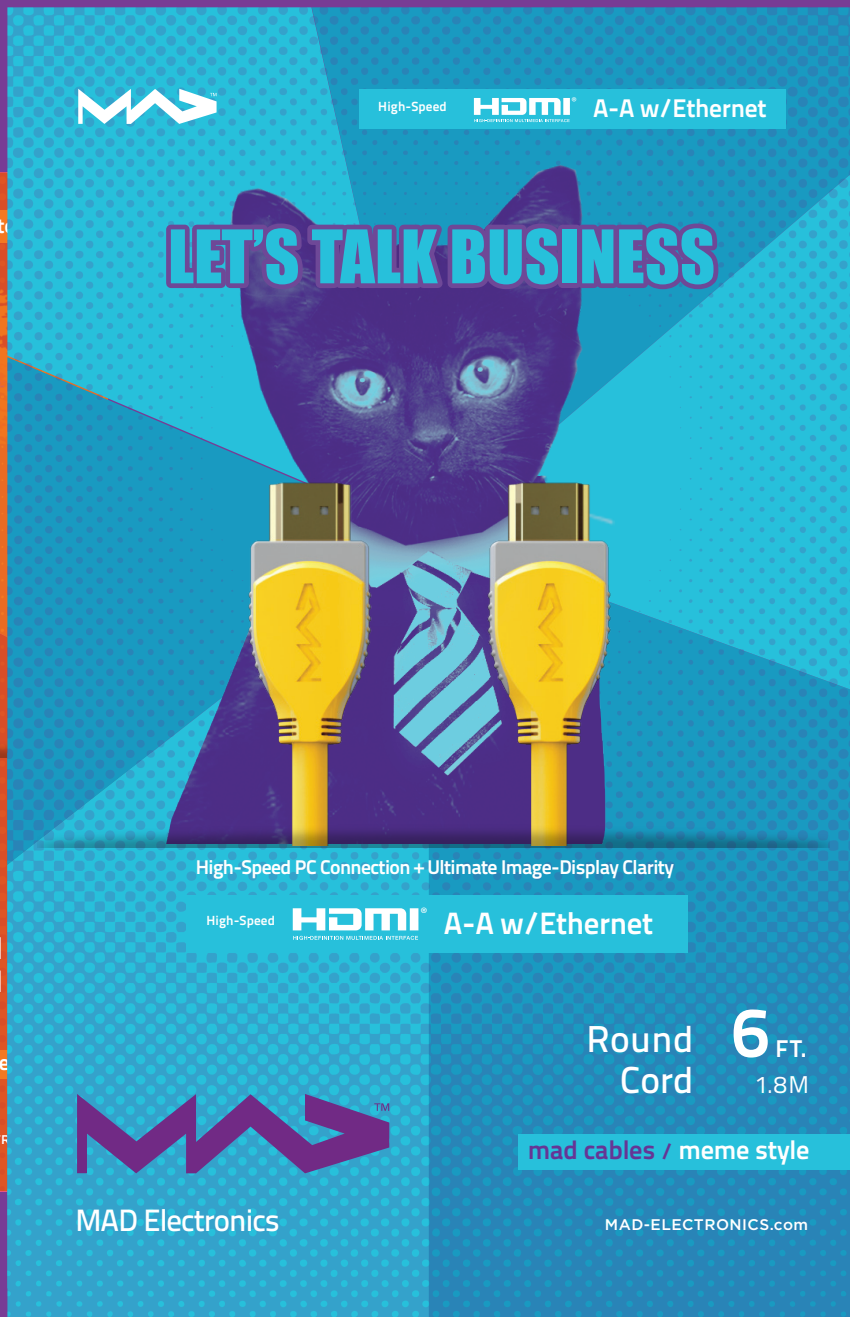
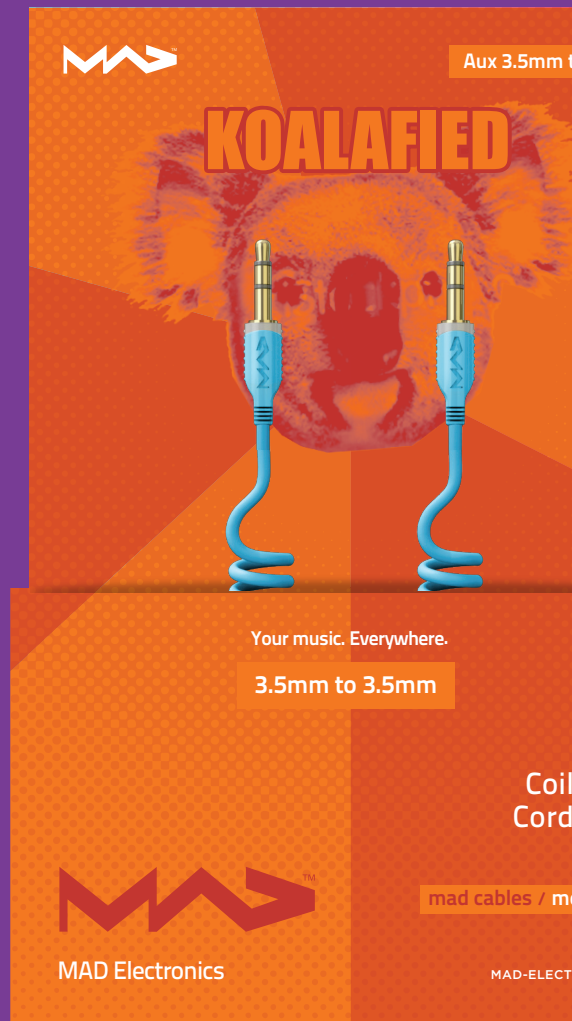
Brings a bold retail presence across every cord type. We have taken a new approach to offering cords and connectors and flipped it on its head. Meta Style features our not-so-standard 24k gold-plated, base grey cords—and presents them in a hi-fidelity color spectrum. Designed to stand out in retail environments and certainly for customers who get to see, hear and feel the MAD difference.

Meta

Base Style (Grey)

MAD Electronics





Featuring digital celebrities the world loves.

Following our bold, in-store presence, across every cord. The Meme Style goes far out of the bounds, using culture and viral icons young people love.

Connect to the sh*t you love is found on Meme package which features a colorful and stylish spectrum of fashionable colors. With fashionable Aux 3.5 for both music loving, on-the-go consumer, and HDMI cords that will stand-out as young consumers share their lives on the big screen.

Meme

Youth Style (Colorful)

MAD Electronics





Bold + Modern. Metal.

The MDL Style features more than just our elevated 24k gold-plated contacts. MDL's our premium line—featuring custom-designed, metal-housings. It's a solid way to get a long-lasting cord with a more modern and understated look.

MDL

Metal Heads (Silver)

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PRODUCT LINE

TOTAL SKUs

CORD LENGTHS

CABLE STYLES

CORD-TYPE



Meta

Base Style (Grey)

60

6ft/1.8m
9.8ft/3m
16.4ft/5m

Round
Coil
Stayflat

3.5mm-2xRCA round
3RCA-3RCA round
3.5mm-3.5mm round
3.5mm-3.5mm coil
3.5mm-3.5mm flat
HDMI-HDMI round
HDMI-HDMI flat
HDMI-Micro HDMI round
HDMI-Mini HDMI round
HDMI-VGA round
USB A-B round

USB A-Mini B round
USB A-Micro round
USB A M-A F round
RJ45-RJ45 round
Coax Male to Female round
Digital Cable round
RCA-RCA round
Toslink round
VGA-VGA round



Meme

Youth Style (Colorful)

45

6ft/1.8m
9.8ft/3m
16.4ft/5m

Round
Coil
Stayflat

3.5mm-3.5mm coil yellow
3.5mm-3.5mm coil red
3.5mm-3.5mm coil blue
3.5mm-3.5mm round yellow
3.5mm-3.5mm round red
3.5mm-3.5mm round blue
3.5mm-3.5mm flat yellow
3.5mm-3.5mm flat red

3.5mm-3.5mm flat blue
HDMI-HDMI round yellow
HDMI-HDMI round red
HDMI-HDMI round blue
HDMI-HDMI flat yellow
HDMI-HDMI flat red
HDMI-HDMI flat blue



MDL

Metal Heads (Silver)

9

6ft/1.8m
9.8ft/3m
16.4ft/5m

Round
Coil
Stayflat

3.5mm-3.5mm round
3.5mm-3.5mm flat
3.5mm-3.5mm coil

Contact MAD Electronics

MAD-ELECTRONICS.com

NAME / TITLE	MAD ELECTRONICS
ADDRESS	1221 STIRLING RD, UNIT 120, DANIA BEACH, FLORIDA, 33004
EMAIL	CONNECT@MAD-ELECTRONICS.COM
PHONE	+1 410-800-4648

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