

# THE MORE YOU ROCK

## THE MORE YOU ROCK AND ROLL!

### The concept is simple enough.

Take the traditional rocking chair, the one you'd find on a front porch or the corner of the living room, and give it a 2012 twist. iRock is a power-generating rocking chair that can also charge your iPhone or iPad.

iRock is equipped with a generator that transforms the rocking motion into power. If that's not enough technology for you to digest, the chair also comes equipped with a set of speakers built into the backrest. The more you rock, the more battery life you're giving to your smartphone or tablet device.

In the old days, the only constructive thing you could do on a rocking chair was whittle wood or take a nap.

Developed by Micasa Lab in Zurich, the iRock makes the age-old oak rocking chair significant again. It boasts a self-sufficient iPad dock and sound station. For the furniture enthusiast, the chair is handcrafted out of Swedish

pine wood and comes in five different colors.

While we applaud its ingenuity, the iRock project didn't get off the ground so well. According to the company's website, it was a challenge at first to get the generator to work. The Micasa team originally used rubber bands and springs to increase the effect of the movement but ended up with a solution using a winding mechanism that is "geared up" to run the generator.

Essentially, the engineering team explored how to collect energy, particularly from movement and friction, and harness it in some form (a 60 minute rocking session, for example, can recharge an iPad up to 35 percent).

In spending many long nights attempting to solve the power generation issues, the Micasa engineers came up with similar mechanisms that can

be applied to doors, drawers and stairs. Soon, something as simple as closing a door might be able to support power generation.

### And the drawbacks?

Currently the iRock is only compatible with Apple devices. If you're an Android user--well, you're just another guy/gal sitting in a rocking chair. The price tag, (iRock retails for \$1,300 online) also seems a bit steep. For that kind of money, the Power Play team would like the iRock to heat the house or perhaps power a flat screen television.

Still, the iRock hands down beats typical gift-giving fare like the necktie, Argyle socks or a Wisconsin cheese platter.

We publish in Chicago Bears country, after all! **PTE**

