



Essential is a new kind of company, founded on our commitment to true craftsmanship, personalization and simplification. We're using 21st century methods to build products for 21st century people.

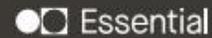
*Andy Rubin*  
Andy Rubin  
Creator of Android  
Founder and CEO of Essential

Your phone is an expression of who you are and it should have only the things you want and need.

No logo. No forced loyalty. 128GB comes standard.

### Freedom is essential

Next-generation performance, storage, and imaging with no duplicative services or preloads.



### Future-Proof is essential

The innovation opportunities are endless with our magnetic connector. Keeps your phone cord-free and always up-to-date with accessories that click.

### 360° Camera

Simply click the world's smallest 4K 360 video camera to capture all of the important moments in complete surround. Sharing is essential.

### Style is essential

Titanium is the perfect material to create one of the most essential things in our lives. It resists scratches and dents far better than aluminum.