



S T O R Y

We all perceive time differently, shouldn't our clocks do the same?

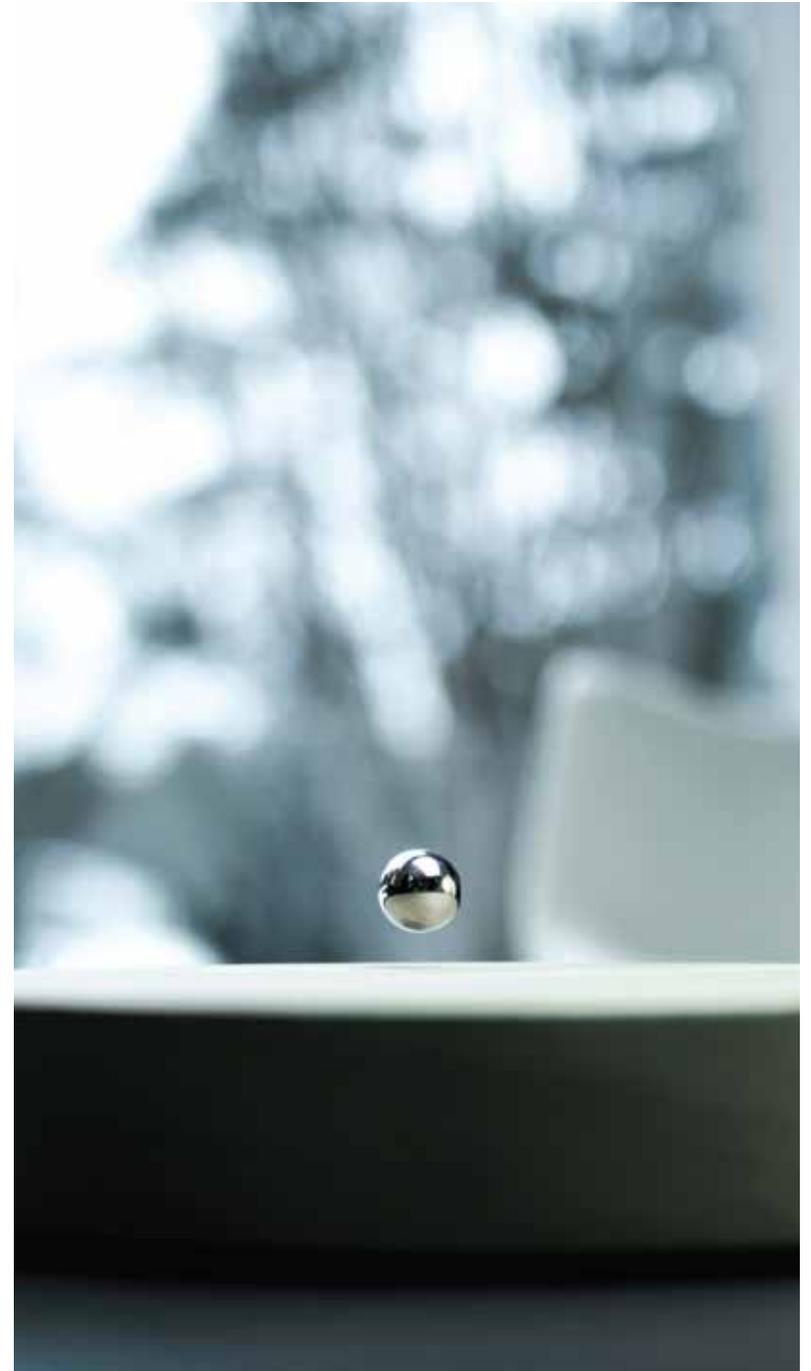
STORY is the first levitating timepiece that travels through the air allowing you to personalize your own time and your most special journeys.



Once upon a time, our ancestors could look up at the night sky and read it like a clock. They created stories about the stars, the sun and the moon that we still use today. We all share a 365 day journey around the sun, but how we experience that journey can be very different.



STORY is also a metaphor of our planet revolving around the sun, reminding us that time is not just something we keep hidden in our pockets, but a physical and shared experience.

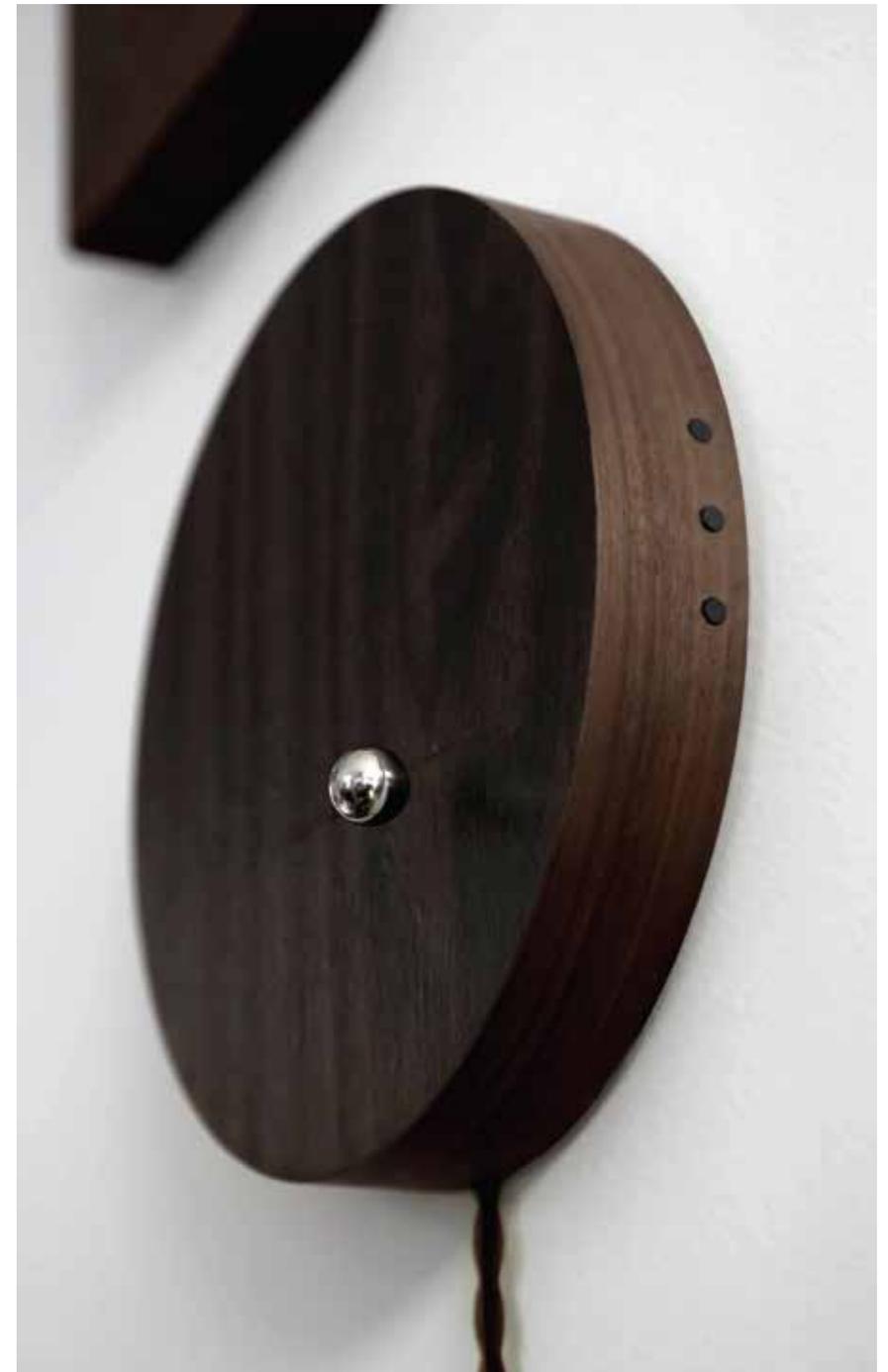


Experience STORY in 3 modes:

Journey - Set STORY to a specific date and watch it travel with you through great moments in life.

Clock - An elegant and minimalist 12-hour levitating clock.

Timer - A countdown timer used for shorter intervals.

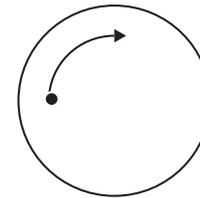


Story – Journey mode

A new home, a new member in the family, a marathon, or plans to travel the world, STORY allows you to create your own personal timeline.

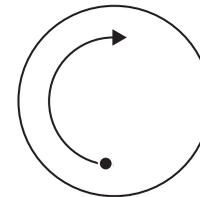


Set STORY for your favorite season



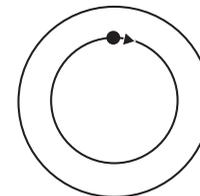
One month until Spring

Set STORY for your next marathon



Halfway through

Set STORY for the birth of your child

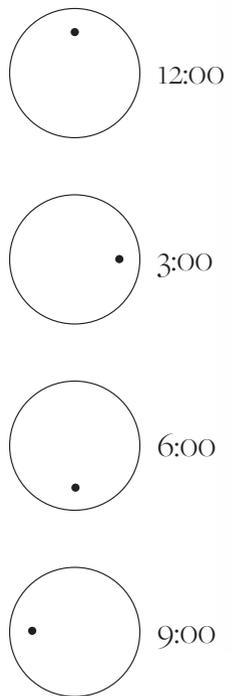


9 months to go

Journey set for 4 months
2 months to go

Story - Clock mode

Watch time being counted in a surprising way: a gravity-defying clock. The floating chrome sphere represents the hour, telling the time as it levitates around its wooden base.



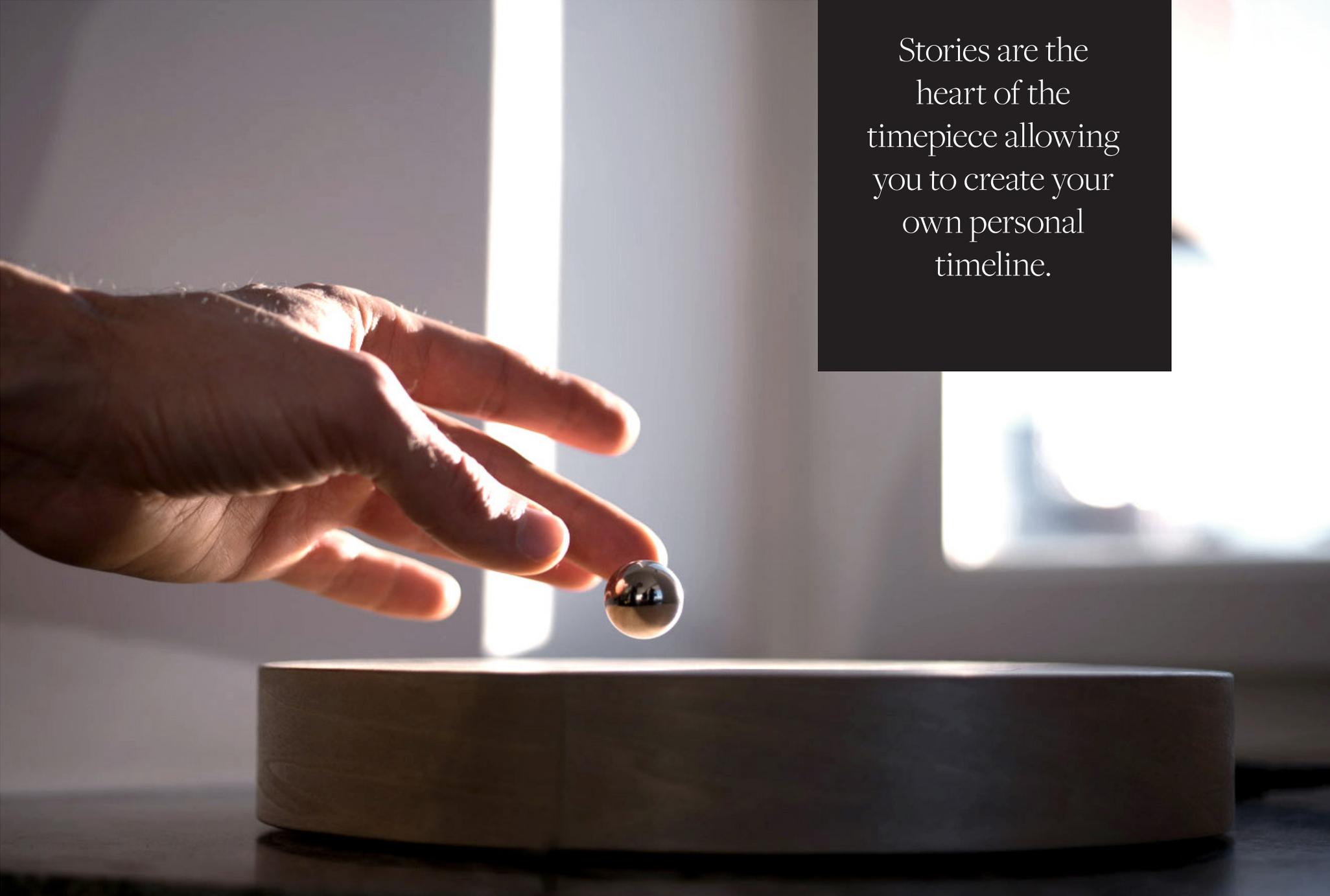
09:00

Story - Timer mode

STORY works for your short term daily activities as well. A 1 hour meeting at the office? Let STORY count it for you.



45 min left

A close-up photograph of a person's hand holding a small, reflective silver ball just above a thick, light-colored wooden block. The scene is lit from the side, creating strong highlights and shadows. The background is a bright window with vertical blinds, out of focus. A dark semi-transparent box in the upper right corner contains white text.

Stories are the
heart of the
timepiece allowing
you to create your
own personal
timeline.

Multiple Orientations

Horizontally on a table or vertically on a wall? STORY can levitate in multiple orientations thanks to FLYTE's proprietary magnetic levitation technology. With STORY, watch the magic of levitation reach new levels.



Backlit module

A beautiful backlit display illuminates STORY in the color of your choice.



Main features

STORY DISPLAY

STORY'S main display is backlit and illuminates through a stylish walnut or oak wood surface, giving it a seamless look and finish.

MOBILE APP

Connect your mobile phone with STORY's app to set the date, time and to select any of the different modes and the backlit display.

STORY BASE

The STORY base is available in Walnut or Oak finishes.

STORY BACKLIT

A beautiful backlit display illuminates STORY in the color of your choice.

STORYTELLER

A magnetically levitating sphere.



F L Y T E

FLYTE is an innovation and design company who's aim is to create levitating art and design products that inspire people all over the world. STORY is the third piece from the FLYTE team.

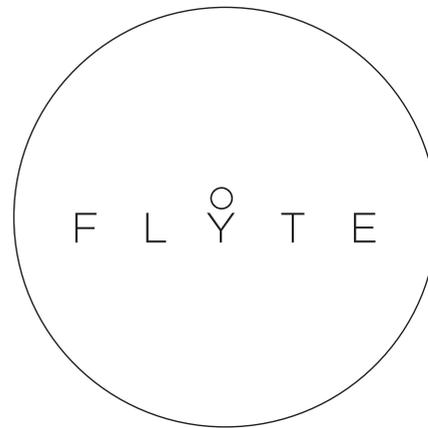


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TIME magazine
Best inventions of 2016

Every year, TIME selects the best inventions that are making the world better, smarter and — in some cases — a little more fun. FLYTE LIGHT, the first creation of the Flyte team was in this prestigious list in 2016.

Designed by



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