

## A Plume for a Prettier Router

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San Francisco-based Branch Creative proposes a nicer looking means for better home wifi-- the Plume, a compact, jewel-shaped router in a self-contained "Pod" fitting in an electrical socket.



The concept behind the Plume is similar to that behind the [Eero router](#) and range extenders. Following initial connection to the ISP's router users simply need to connect multiple pods around the house to create a mesh-like network dubbed "Adaptive Wifi" by the company. The pods work together to ensure the best possible connection and, presumably, provide users with the fastest possible internet.

Further improvement comes through the Plume Cloud, a cloud-based control plane able to actively monitor home networks and continuously adjust signal speed and resiliency. Meanwhile the pods also have an ethernet port in case one needs a wired internet connection.

"A single router can no longer meet the wifi demands of most homes today," Branch Creative says. "While the latest generation of multi-router systems improve signal strength, they can choke the overall system capacity and speeds. These unnecessarily expensive products are based on decades-old technology that compounds the issue of a central router and cannot handle the complex variables and loads affecting a wifi network in a modern connected home."

The Plume system is currently available on a preorder basis, with shipments to start on Q3 2016.

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