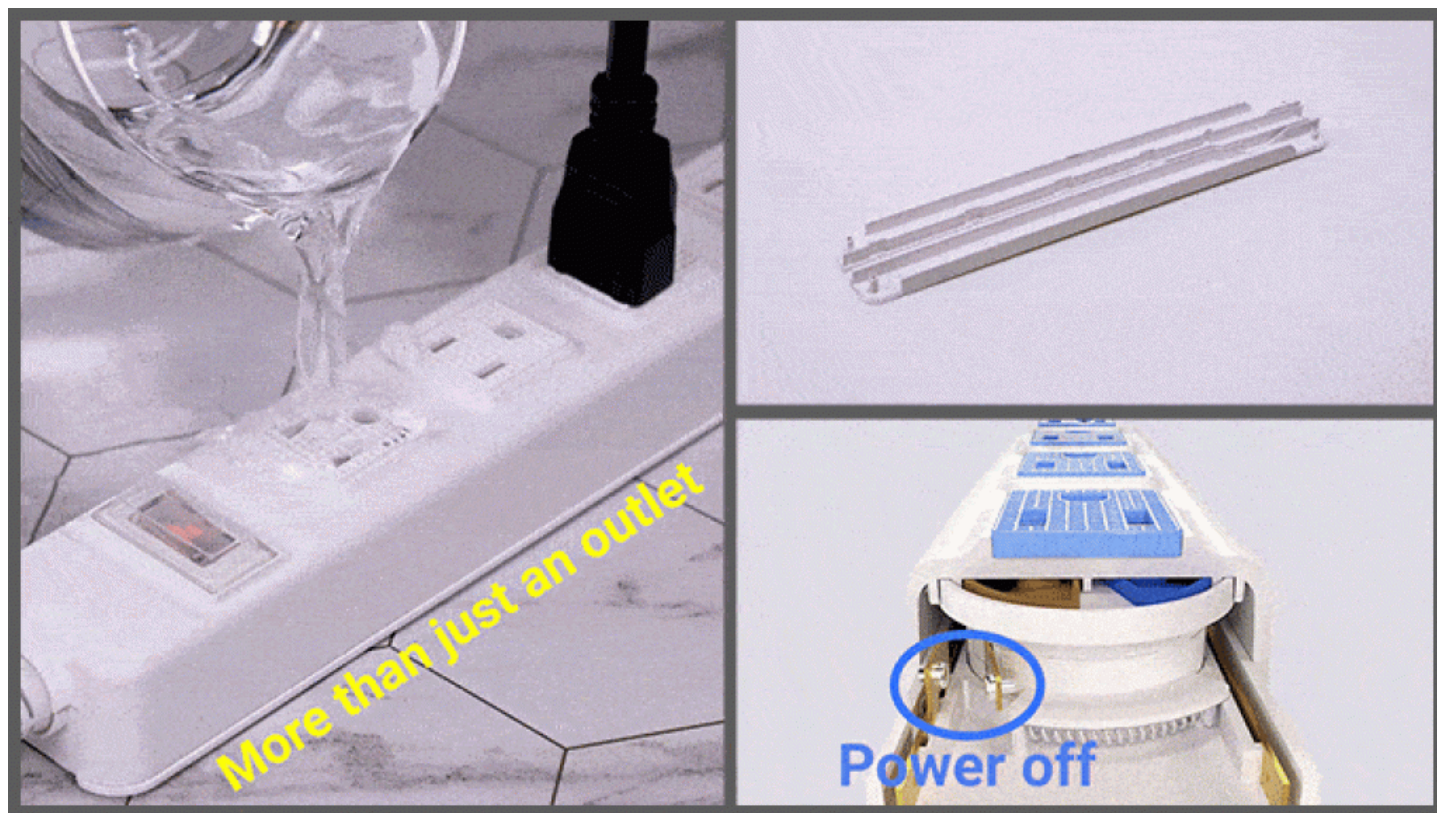


## GOOD LIFE Launches Next-Generation Power Strip 'S.O.V.' on Kickstarter



**Seoul, South Korea Feb 11, 2025 ([Issuewire.com](http://Issuewire.com))** - GOOD LIFE (CEO Lee Jongho) has launched the next-generation power strip, S.O.V., on Kickstarter's U.S. crowdfunding platform. This product enhances electrical safety and efficiency.

GOOD LIFE was founded to develop innovative yet undeveloped household products that make life safer and more convenient. The company gained recognition for its technology by winning the gold award in the electrical category at the 2021 Geneva International Exhibition of Inventions and has since secured patents in the U.S., Japan, and other countries. Furthermore, it obtained ETL certification from the international certification body Intertek, ensuring reliability.

As a family company of the Korea Electrotechnology Research Institute (KERI), GOOD LIFE is backed by a team with over 30 years of experience in the electrical field, including master electricians. The company is led by top experts who have won two gold and one silver awards at the U.S. INPEX Invention & New Product Exposition.

The newly launched S.O.V. is a revolutionary power strip with an automatic power cut-off function. A GOOD LIFE representative explained, "Existing power strips continue to supply electricity even when not in use, leading to various accidents. Our product is based on the fundamental principle that 'no electricity means no accidents,' which inspired the development of S.O.V."

The representative continued, "Electricity is essential in our lives, but electrical accidents can be

devastating in a moment of carelessness. While various products are available to enhance electrical safety, most only serve a single function, such as blocking the socket entry. We initiated this crowdfunding campaign to introduce the multifunctional S.O.V., which can prevent multiple types of accidents, making daily life safer and more convenient."

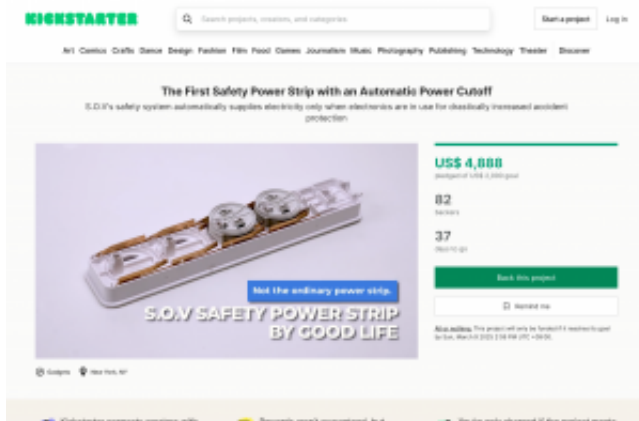
S.O.V. features an innovative function that automatically cuts off electricity inside the socket until a plug is inserted. Once the plug is connected, power is supplied automatically. This mechanism ensures that foreign objects cannot enter the socket, fundamentally preventing electrical accidents. Additionally, the product supports an IPX4 waterproof rating and features an Ultra Flat Plug Design, optimizing space efficiency while offering a sleek and practical design.

Given its enhanced safety, S.O.V. has a clear target audience. GOOD LIFE recommends its use in households with children, daycare centers, schools, hospitals, and medical facilities where mobility-impaired individuals reside. The company representative stated, "Electrical outlets are used everywhere, making everyone a potential customer. However, infants and children who do not understand electrical risks are particularly vulnerable. While S.O.V. looks like a regular outlet on the outside, it features an internal safety system that prevents accidents caused by plug insertion and removal, metallic foreign objects, and water exposure. All these functions operate automatically, making it the safest choice for children's protection."

Additionally, S.O.V. targets industries where safety is paramount, including medical equipment handling, computer operations, military facilities, offices, factories, ships, submarines, laundry services, fisheries, and high-traffic public facilities. Since electrical negligence can result in severe consequences, ensuring safety in such environments is crucial.

GOOD LIFE is preparing to enter Amazon and is actively pursuing collaborations with U.S. electrical equipment manufacturers and professional distributors. The company plans to gradually expand into major retail chains such as Costco, Home Depot, Walmart, Uline, Lowe's, and Target. Committed to continuous research and development, GOOD LIFE aims to introduce even more innovative products in the future, further enhancing safety and convenience in people's lives.

The Kickstarter page is accessible at the following link: <https://iii.ad/6909af>



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**The First Safety Power Strip with an Automatic Power Cutoff**  
S.O.V.'s safety system automatically supplies electricity only when electronics are in use for classically increased accident protection.

**US\$ 4,000**  
Goal of US\$ 2,000 per

82 backers

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**Meet the ordinary power strip.**  
**S.O.V. SAFETY POWER STRIP**  
**BY GOOD LIFE**

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