

Bouchard Industries Corp.

NEWS RELEASE

FOR IMMEDIATE RELEASE

JAN 6, 2026

Contact:

Eric Bouchard Founder
info@bouchard.io

THE BASIC PHONE BY BOUCHARD INDUSTRIES CORP. DEBUTS AT CES 2026

Canadian Startup Unveils Distraction Free Mobile Device Featuring Patent Pending Technology Ahead of Kickstarter Launch

Las Vegas, NV – The Basic Phone, a new Canadian designed mobile device focused on reducing digital distraction and improving technology habits, will make its first public debut at CES 2026 on January 6. The company will showcase a working prototype of the device and announce a pre launch Kickstarter campaign scheduled to go live early 2026.

Positioned between traditional smartphones and existing dumbphones, The Basic Phone is designed to provide essential communication tools while intentionally limiting features that contribute to compulsive use. The device removes access to social media, games, and other time wasting applications in an effort to help users protect attention, focus, and mental well being.

The device is built on patent pending technology and operates on proprietary software rather than a modified version of Android. This design makes the installation of additional applications intentionally difficult, addressing a key limitation of many current dumbphones. The Basic Phone also intentionally uses low end, purpose selected hardware, ensuring that

even if additional software were installed, the device would lack the processing power required to run modern, highly distracting applications.

By avoiding major third party mobile platforms, The Basic Phone is designed to be more private, reducing reliance on large data collection ecosystems. The company further supports this approach by providing largely open source software, allowing greater transparency and auditability than conventional smartphone and dumbphone operating systems. In addition, the device is designed with modularity in mind, promoting ease of repair, component replacement, and future upgrades, with the goal of extending the product's usable lifespan and reducing electronic waste.

A central feature of the device is a limited web browser that runs entirely in the cloud. Unlike most current dumbphones, which offer no web browsing at all, the Basic Phone provides some form of browsing. The system is designed to prevent access to highly distracting platforms, such as social media and short form video sites, while also reducing exposure to malicious or unsafe websites. The system is designed to make access to highly distracting platforms, such as social media and short form video services next to impossible, while also reducing exposure to malicious or unsafe websites. This approach is intended to better protect younger users and support healthier technology use.

Hardware design choices reinforce the device's focus on reduced stimulation. The Basic Phone features a monochrome display that is physically incapable of displaying color, intentionally creating a more subdued user experience. While highly restrictive in some areas, the device maintains support for essential communication tools, including modern messaging services and authentication features often absent from existing minimalist phones.

The company sees a growing need for alternatives to conventional smartphones, particularly as excessive phone use among young people continues to raise concerns. Rather than adding another app or screen time control, (which can be easily bypassed), The Basic Phone takes a hardware first approach, with limitations designed directly into the device itself.

The Basic Phone will be exhibited at CES 2026, where attendees can view the working prototype for the first time. The Kickstarter campaign will go live in early 2026, with additional product details to be announced.