

## Kickstarting the Bluetooth-Enabled Cassette Player

Written by Marco Attard  
08. 07. 2019

---

As the [Walkman celebrates its 40th anniversary](#), customers might start feeling nostalgic for the very idea of a portable cassette player. Enter Ninm Lab with the It's OK, a Bluetooth 5.0-enabled take on the Sony classic.



Ninm claims the It's OK is the first Bluetooth 5.0 portable cassette player, meaning it supports wireless headphones and speakers as well as traditional wired headphones via 3.5mm jack. Wireless connectivity seems to be the only concession to modern technology though, since the It's OK runs on AA batteries, just like the Walkman of old.

In addition, the It's OK can also record audio through a built-in mic, and each unit comes with a blank 60 minute tape. All controls come through chunky physical buttons, namely play, stop, rewind and fast forward, and the player features an open-face design complete with a transparent face.

The It's OK is currently available on a preorder basis via Kickstarter, and currently Ninm has already managed to smash past an initial \$12000 pledge goal. Shipments promise to start from December 2019.

Go [It's OK](#)