

Belkin Launches Cases for the new iPod Touch

- *Variety of Belkin cases include stylish, functional designs to keep you always connected by providing easy access to your new iPod*
- *Cases cater to the different ways you carry your device*

Sydney, AUSTRALIA – 7 September 2010 – Belkin today launched a range of stylish cases for the new iPod touch, designed for easier accessibility and usability for the active iPod owner.

Belkin has tailored its new range of cases for those consumers who are always on the go, leading a dynamic and mobile lifestyle.

“We realise that people carry their iPod in many different ways. The iPod is a product which is carried everywhere, and therefore needs to be protected from being dropped while still being able to be accessed quickly and easily. Belkin has designed the new iPod Touch cases to compliment the consumers lifestyle without hindering its functionality,” said Denis Valente, Senior Manager – Marketing, Belkin ANZ.

Belkin has identified five main ways people carry their iPod; whether it be in their pocket, in their hand, in a bag, on themselves, or while being active.

For those carrying their iPod in their pocket, Belkin’s slim cases are easy to grip, slide in and out of a pocket smoothly and provide impact protection from everyday drops. For people who keep their iPod in their hand at all times to text, game or check their email, Belkin’s line of cases are comfortable to hold, shock-absorbing and easy to grip. Belkin also have cases that make it easy to find your iPod within a travel bag or purse while protecting it against constant contact with other items.

Belkin also offers a range of armbands and clip-on cases for those active owners who like to wear their iPod when working out, or just like to keep it close by for intermittent and easy access


AVAILABILITY





- Cases in select styles will be available starting September 2010 in Australia and New Zealand.
- Other styles will continuously be made available for purchase throughout 2010.

Please click [here](#) to download to high res images

Grip Cases

Grip cases protect your iPod and come in a variety of textured designs while adding style, colour and grip-ability. Grip cases’ form-fitting design lets your iPod charge while still in the case.

	<p>Grip Ergo with Strap (F8Z653) - \$29.95</p> <ul style="list-style-type: none">• Ergonomic case design and removable hand strap provide a secure way to hold your iPod• Colours: Translucent Black, Translucent Taro
---	--

	<p>Grip Graphix (F8Z655) - \$24.95</p> <ul style="list-style-type: none"> • Features designs that make it easy to grip your iPod • Colours: Aqua with White, Mauve with Shell Pink, Black with Clear
	<p>Grip Vue (F8Z657) - \$29.95</p> <ul style="list-style-type: none"> • Designed to increase grip-ability with a sleek, high-gloss finish • Colours: Tints: Clear
	<p>Grip Edge (F8Z650) – \$39.95</p> <ul style="list-style-type: none"> • Features a unique combination of grip and style • Colours: Black Leather with Black Stitching
	<p>Grip Vue Vapor (F8Z659) - \$29.95</p> <ul style="list-style-type: none"> • Protect your iPod touch, while showing it off. The thin material is durable and impact resistant, and the slim, form-fitting shape slips easily into your pocket or purse without bulk. • Colours: Black, Coral, Emerald

Shield Cases

Shield cases protect your iPod while providing increased shock absorption and impact resistance. These sleek cases add no extra bulk and offer maximum protection while allowing full access to connector, buttons, and iPod screen.

	<p>Shield Eclipse (F8Z647) - \$34.95</p> <ul style="list-style-type: none"> • Provides a firm grip in your hand • Easily slides in and out of your pocket • Colours: Black, Taro, Vivid Blue
	<p>Shield Micra (F8Z646) - \$34.95</p> <ul style="list-style-type: none"> • Features sleek design for protection without bulk • Colours: Tints: Royal Purple, Clear



Verve Cases

These fashion-inspired leather cases protect your iPod from everyday scratches and scuffs. Tailored to be slim and form-fitting, they also provide easier and more sensitive access to the home key and inputs. Made with premium leather and contrast stitching, these cases offer sleek style.

	<p>Verve Sleeve (F8Z687) - \$39.95</p> <ul style="list-style-type: none"> • Fashion-inspired leather protects your iPod in style • Black with blue highlight
	<p>Verve Sleeve with Clip (F8Z672) - \$39.95</p> <ul style="list-style-type: none"> • Clips onto a belt—ideal for those who like to keep their iPod on their body at all times • Secure-hold clip design keeps your iPod in place • Black with blue highlight
	<p>Verve Folio (F8Z673) - \$39.95</p> <ul style="list-style-type: none"> • Features a cover that folds to protect the screen and a soft inner lining • Interior pocket stores credit card, money, and a key • Black with blue highlight



Fit Armbands

Fit armbands are designed for the active user. Made with breathable and hand-washable fabric, these cases are easy to put on and remove and flex with you as you move about your workout.

	<p>DualFit (F8Z674) - \$34.95</p> <ul style="list-style-type: none"> • Adjustable dual-fit system allows for best fit on any arm, maximising sizing • Key pocket for convenient storage while at the gym or outdoors
	<p>FastFit™ (F8Z675) - \$39.95</p> <ul style="list-style-type: none"> • Patent-pending clip system provides easy on/off access • Features removable sleeve for iPod, low-profile belt clip, and key pocket • Cable capsule stores and manages earphones in convenient rubber dome • Key pocket for convenient storage

Overlays

Belkin overlays protect your new iPod screen from everyday scratches.

	<p>MatteScreen™ Overlay - 3-Pack (F8Z686tt3) - \$19.95</p> <ul style="list-style-type: none"> • Features glare-reducing protection for your iPod screen • Each pack includes 3 overlays, cleaning cloth and smoothing card
	<p>ClearScreen™ Overlay - 3-Pack (F8Z685tt) - \$19.95</p> <ul style="list-style-type: none"> • Provides a clear protective shield for your iPod screen • Each pack includes 3 overlays, cleaning cloth and smoothing card

To see the full range of new cases, visit <http://www.belkin.com/au>

Media Contact:

Cassie Clarke

Max Australia

+61 2 9954 3492

cassandra.clarke@maxaustralia.com.au

iPod and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries.

To learn more about Belkin International, Inc., visit <http://www.belkin.com/pressroom/about/?sid=36>