



Media Release

Belkin Bumps Up the Style Factor with Inspired New Designs for iPhone 4S and iPod Touch

Tuggerah, Australia – 17th October 2011 – Belkin is excited to unveil a variety of new accessories crafted to fit the iPhone 4S and iPod touch. Taking a cue from everything from nature to urban landscapes, candy colours, and sporty athletic gear, Belkin’s new accessories combine unique design elements with the lightweight protection and durability that Belkin is known for. The variety of styles, colours, materials and design choices offer something for everyone and complement a wide range of individual styles and tastes.

- [Belkin iPhone 4S Cases](#)
- [Belkin iPod Touch Cases](#)

Essential Cases

Essential cases provide more substantial protection without sacrificing style or adding bulk. Available in different styles and a variety of colours and finishes, the Essential line offers something to reflect all personalities, from fun and bright to minimalist and sleek.

RRP from \$19.95

- [Essential 013 for iPhone 4S](#)
- [Essential 016 for iPhone 4S](#)
- [Essential 025 for iPhone 4S](#)
- [Essential 031 for iPhone 4S](#)

Emerge Cases

Emerge cases offer universal appeal with a subtle designer flair. Fashion-forward styling and materials combine with unique finishes and textures for cases that are as protective as they are stylish.

RRP from \$24.95

- [Emerge 021 for iPhone 4S](#)

Max Cases

Perfect for people on the go, the Max collection includes a co-molded, multiple-layer construction that can withstand the wear and tear from being thrown into a backpack or being dropped while gaming. The translucent shell showcases different layers, for a bold and rugged design.

RRP from \$24.95

- [Max 008 for iPhone 4S](#)

Meta Cases

Meta designs are inspired by art, architecture, and urban landscapes and have a style that works well with any lifestyle. The polycarbonate structure provides comfort, while the metal graphics add an additional aesthetic appeal.

RRP from \$29.95

- [Meta 028 for iPhone 4S](#)



- [Meta 030 for iPhone 4S](#)

Sport Armbands

Belkin's latest armbands for both the iPhone 4S and iPod touch 5th generation are perfect for active lifestyles, from trips to the gym to marathons. Designed with serious athletes in mind, the sport armband series offers comfort, flexibility, ease of use, and maximum performance – indoors or out. Armbands come in black and yellow colouring for sporty attitude.

RRP from \$19.95

- [EaseFit Armband for iPhone 4S](#)
- [ProFit Deluxe Armband for iPhone 4S](#)
- [EaseFit Sport Armband for iPhone 4S](#)

Availability

Select cases will be available in October. All cases will be available early November at JB HiFi, Dick Smith Electronics, Harvey Norman, The Good Guys, Officeworks, Big W, and where all iPhone and iPod touch accessories are sold.

iPhone and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. VELCRO is a registered trademark of Velcro Industries B.V.

About Belkin International, Inc.

Belkin, a privately held company founded in California in 1983, is the recognised global leader for connectivity solutions designed to give computer and consumer electronics users seamless integration in their homes, cars, and on the go. Belkin's product mix includes award-winning networking solutions, accessories for mobile devices as well as energy conservation products. Belkin also provides business-class solutions that include KVM switches, LCD rack consoles, racks and enclosures, in addition to a broad USB and cable product mix. Belkin's U.S. presence includes corporate headquarters in Playa Vista, CA, and a distribution center in Indianapolis, IN. With major facilities in the United Kingdom and the Netherlands, our reach extends throughout Europe, Latin America, and Asia Pacific, with offices in Australia, New Zealand, Korea, and Hong Kong. Belkin can be found on the Web at www.Belkin.com.

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