

Inverse: Beltpack 100 / 200

Summer 2007

PLATFORM

User segment: Prosumer, outdoor enthusiast

Age group: 25-55

User scenario: Adventure traveler, on-the-go, this is about comfort and speed of use

Competitive set: Tamerac, Kata, Krumpler,

MATERIALS/FEATURES

- The contoured lumbar belt distributes weight evenly with cushioned support
- A detachable shoulder strap adds a comfortable, additional carrying option.

