

# Proxy: Slipcase

Spring 2011

## PLATFORM

User segment: Tech minimalist, personal use

Age group: 25-50

User scenario: Proxy is about going light, carrying the minimum amount of stuff but always having what you need.

Competitive set: HP, Belkin, Built

## MATERIALS/FEATURES

- Ariaprene, solvent-free wetsuit material
- Plush lining laminated to the interior.
- Low-profile exterior pockets

