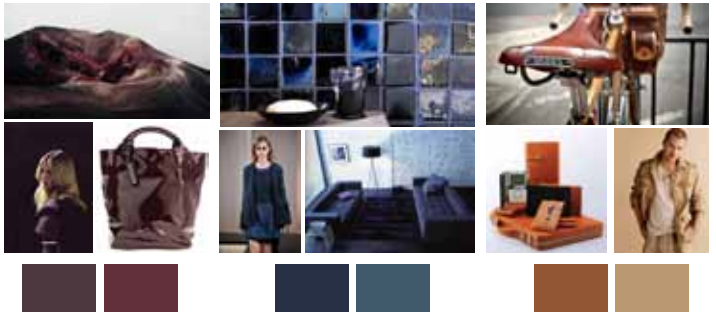
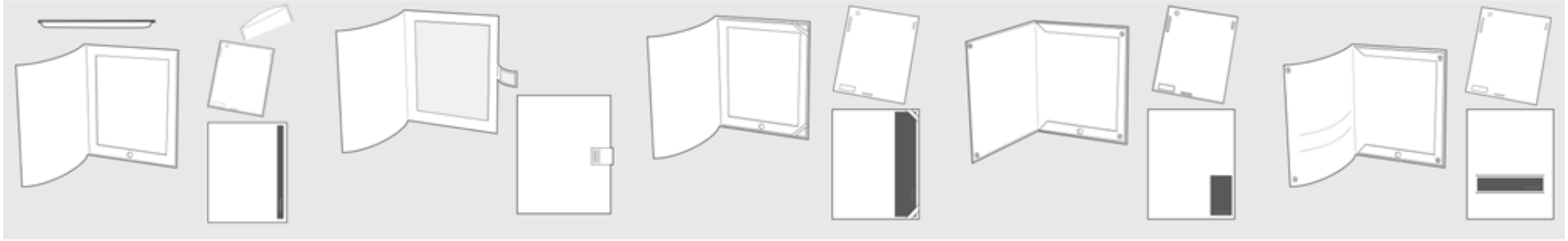
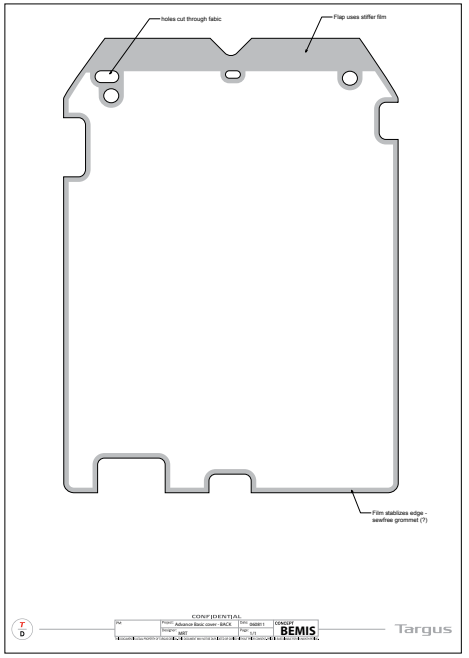
Advance: Basic iPad cover

Fall 2010

PLATFORM

User segment: Fashion and cost conscious
Age group: 18-65
User scenario: In and out of their existing bag, stand-alone, this user travels and their iPad is always with them

MATERIALS/FEATURES

- Various Leather textures and fabric
- Slim construction covers entire device while keeping profile dimensions down
- Low-lint soft touch interior