

Fastpack: Backpack 100 / 200 / 250 / 350

Fall 2007

PLATFORM

User segment: Prosumer, entry level SLR user

User scenario: New photographer looking to up their game. Price conscious perceives value through design not brand.

Competitive set: Tamerac, Kata, Krumpler,

MATERIALS/FEATURES

- On-the-body access to gear
- Breathable straps and back panel optimize airflow.
- Separate compartment for personal gear

Easy, on-the-body access:



Fast, front access:

