

Product Descriptions for:

- *iPad mini 360 Bookstand*
- *iPad mini Clear Shell*
- *Natural Wood iPhone 4 Case—Black and White*

**Product: iPad mini 360 Bookstand**

**Copy:** I was in the mood for some human contact, so I texted a friend of mine, and we met at the local coffee shop. She now sat across the table from me, mesmerized by the image on her iPad mini. It was angled away from me, so I couldn't see what she was enraptured with.

"What's so engrossing?" I said.

"I wonder if there will ever be another person like this," she said.

With a smooth motion, she flipped the screen around and turned it to face me. It now stood like a portrait in an easel. The vivid picture portrayed a young woman, her blonde hair haloed by the sun. She wore a crisp jean jacket, her eyes dreamy and her lips set in a pucker: Marilyn.

"Probably not," I said. "Life just moves too fast. Our attention span is a lot shorter these days."

"Ya think? ... She's iconic. I think you'd have a hard time finding anyone who doesn't know who she is... So tragic yet so magnetic."

While Marilyn stared at me, frozen in time, I couldn't help admiring, my friend's iPad mini case.

The 360 Bookstand case for iPad mini provides optimal protection and versatility. Sporting a faux-leather exterior, the 360 Bookstand is lightweight (5-1/2 ounces) and thin (under an inch). The real advantage of this case lies not only in its ability to maintain the iPad mini at an ideal angle for writing emails, surfing, or playing videos. In one motion, you can switch from landscape mode and portrait mode without having to remove the iPad mini from its case! The interior is ultra-soft fabric to preserve the screen from scratches and shocks. All ports and buttons are easily accessible in each mode. The flap of 360 Bookstand securely closes to protect your device.

Personally, I'm a sucker for Audrey Hepburn.

**[New] Product: iPad mini Clear Shell**

**Copy:** “I have ranged far and wide in my quest!” my friend said.

“What’s up with him?” the store associate—whose name tag said his name was Nick—leaned in and whispered to me.

“He gets this way when he’s had the pager for a week,” I whispered back. “Just humor him, and it’ll end quicker.”

“Uh, so like what are you questing for?” said Nick, giving me a weak smile.

I gave Nick an encouraging thumb’s up.

“I have soughted... seek-ed...” said my friend.

“Looked for?” I offered.

“I have looked for the Holy Grail: the perfect case for my iPad mini. Sadly, I have failed at every turn!”

If my friend had just asked, I could have helped him. But you know how it goes with fans of Renaissance fairs!

At a little over over 10.5 ounces and under a third of an inch thick, the iPad mini is a technological achievement. You want a case that will compliment that design. Even “Good King Arthur” would recognize the <redacted> **Clear Shell** as the perfect case for his iPad mini. It’s completely transparent as well as sturdy, providing your device with a shield that covers the back and sides. The Clear Shell form-fits to your iPad mini, only adding a feather-light 1.4 ounces. It’s designed to allow access to all your connection ports and the review camera.

**[New] Product: Natural Wood iPhone 4 Case—Black and White**

**Copy:** “They say there are over 14 billion web pages on the internet,” said my co-worker. We spend part of our lunches a couple days a week playing Quarto!©. I picked a tall cylindrical wooden playing piece and placed it on the board.

“Who’s ‘they’?” I said.

He’s used to my non sequiturs. “And a Hungarian physicist says that no two web pages are more than 19 clicks apart.”

“Like Kevin Bacon?”

“Yes, my simple-minded friend.”

“And this is significant for what reason?”

“Because it proves that no matter how technological we become, we still naturally form ourselves into smaller tribes, huddling around the fire, figuring out how to invent the wheel.”

“Don't be too proud of this technological terror you've constructed. The ability to destroy a planet is insignificant next to the power of the Force.”

“Yes, Lord Vader.” He placed his piece for his turn. “And that’s the game... The Force is weak in this one.”

He was right; I was distracted thinking about the contrast between our modern world and the natural one. There was no better image of that than my **Natural Wood iPhone 4 Case**. As a innovator in the field of accessories for iDevices, <redacted> has associated the iPhone with wood. Appreciated for its versatility, wood can be cut, shaped, and polished to perfection, while retaining its timeless appearance. The back shell of the <redacted> Natural Wood case is handcrafted from a single piece of wood, uniquely textured and buffed to a shine. This is combined with a sturdy plastic shell covered with a coating that provides a secure, soft grip and effective protection for the rear, sides, and corners of my iPhone. As the usual, the ports and buttons remain easily accessible. Finally, thanks to its compact size, the Natural Wood case is compatible with most docks and docking stations. The case comes in a variety of tints, and is available for the black or white iPhone body.