



## **iLuv Named as 2015 CES Innovations Awards Honoree for selfy® Ecosystem, a Line of Mobile Device Cases and Accessories That Makes it Easier to Take Photos and Videos**

**New York- November 12, 2014** – [iLuv Creative Technology](#) today announced that it has been named a 2015 CES Innovation Awards Honoree in the Wireless Handset Accessories product category for the [selfy® ecosystem](#), a unique series of protective cases and accessories for the Apple iPhone 5/5s, iPhone 6/6 Plus, Samsung GALAXY S5, iPad Air and iPad mini that makes it easier for users to take photos and videos. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting edge consumer electronics products across 28 product categories.



Selfy® is a durable case with a dual-layer and shock-absorbent protective design that is available for iPhone 5/5s, iPhone 6/6 Plus, GALAXY S5, iPad Air and iPad mini. The innovative remote is seamlessly integrated into the case itself, sliding out when it's time to take a quick photo, then fitting securely back into the case after the photos have been taken. The selfy® remote controls the device's shutter with a simple touch of a button, without relying on any third-party apps. When the selfy® remote is out of the case, users can slide in one of six convenient accessories. These accessories include a mini tripod, car mount, helmet mount and more, and help users capture moments ranging from family reunions to outdoor activities.

“When we launched the selfy® ecosystem earlier this year, we were challenged with creating an innovative product series that made it easier for consumers to take pictures and videos on their phone or tablet. The concept of the selfy ecosystem® revolves around the selfy® case, which not only protects consumers' devices and provides them with an always accessible remote, but is also the key to an entire line of easy-to-use accessories,” said William Otte, Senior Vice President of Sales and Marketing at iLuv Creative Technology. “We are honored that the CEA also recognized the innovation behind selfy® and thank them for naming iLuv as an International CES Innovations 2015 Design and Engineering Award Honoree.”

The prestigious CES Innovation Awards are sponsored by the Consumer Electronics Association (CEA)<sup>®</sup>, the producer of the International CES, the global gathering place for all who thrive on the business of consumer technology, and have been recognizing achievements in product design and engineering since 1976.

iLuv's selfy<sup>®</sup> ecosystem will be displayed at the 2015 International CES, which runs Jan. 6-9, 2015, in Las Vegas, Nevada. Honorees will also be displayed at CES Unveiled New York, which features dozens of exhibitors and networking opportunities, and runs 4:30-7:30 PM November 11 at the Metropolitan Pavilion, New York.

Entries are evaluated on their engineering, aesthetic and design qualities, intended use/function and user value, how the design and innovation of the product directly compares to other products in the marketplace and unique/novel features present.

Products chosen as CES Innovation Honorees reflect innovative design and engineering in some of the most cutting edge tech products and services coming to market.

2015 CES Innovation Honoree products are featured on [CESweb.org/Innovation](http://CESweb.org/Innovation), which lists product categories, as well as each product name, manufacturer information, description, photo and URL.

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#### **About iLuv**

iLuv Creative Technology, the premier provider of the most comprehensive line of accessories for Apple, Samsung and smartphone devices, rapidly delivers products for today's discriminating consumers. Since inception, iLuv has amassed a total of 43 prestigious awards including 6 Red Dot Awards, 4 iF product design awards, 8 Good Design Awards, and 25 CES Innovation Awards. iLuv was also recognized with 2 Global iBrand Top 20 awards. These awards serve as recognition for our innovative design and engineering across a range of mobile accessories, including headphones, adapters, speakers and chargers. Headquartered in New York, iLuv is a division of jWIN Electronics Corp., a leading consumer electronics company since 1997. All iLuv products are conceived, designed and developed in New York and continue to lead in quality, value, design and innovation. Learn more about our distinctive range of products and why iLuv means Innovation·Lifestyle·Unquestionable Value at [www.iLuv.com](http://www.iLuv.com).

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