



iLuv Prepares Students for a New School Year with Range of Back-to-School Mobile Accessories

Port Washington, NY – July 29, 2014 – [iLuv Creative Technology](#), the premier provider of the most comprehensive line of accessories for the mobile lifestyle, is providing students with an abundance of mobile accessories just in time for the new school year. From stylish Bluetooth® speakers and Lightning cables to cleverly designed, innovative new phone and tablet cases, iLuv has everything students need to begin the new school year fully prepared and on top of the latest trends.

“Mobile devices have become an increasingly prevalent tool in the modern student’s day-to-day life, which is why it’s so important for students to have the right accessories and protective gear to get the most out of their devices this September,” said Jason Park, Marketing Manager at iLuv. “Today’s students are more active and involved than ever before. Our Back-to-School line of accessories has been designed to suit that lifestyle, ensuring that students are able to use their devices to the fullest potential for work, play, and everything in between.”

iLuv’s Back-to-School products include:



[Selfy™ Ecosystem](#)

Selfy™ is the world’s first case for Apple iPhone 5/5s, Samsung GALAXY S5, iPad Air, and iPad mini with a built-in wireless camera shutter. The shutter makes it easier for students to take great photos and videos without straining their arms or worrying about a shaky camera, as well as set up perfect group shots that don’t leave anyone out. Featuring an innovative design, the shutter is seamlessly integrated into the case itself, sliding out when it’s time to take a quick selfie, then fitting securely back into the case after the photos have been taken. The selfy™ case uses a dual-layer, shock-absorbent design that protects the device from everyday drops and bumps, making it perfect for the on-the-go student moving across campuses and through busy halls.

The selfy™ ecosystem also features a variety of accessories to make capturing students’ favorite moments even easier. When the selfy™ shutter is out of the case, one of six accessories easily slides in to take its place. These accessories include the [Mini Tripod](#) for stabilizing shots, the [Car Mount](#) for car videos, navigation and hands-free calling, as well as the [Bar Mount](#), [Helmet](#)

[Mount](#), [Vented Helmet Strap](#), and the [selfy™ Connector for GoPro® Mounts](#), all designed to make it easier to shoot outdoors and on-the-move.

Lightning Cables

iLuv's new Lightning cables let students charge and sync any Apple Lightning devices. Students may choose from the 3-foot [High Quality Lightning Cable](#), the [Premium 6ft Lightning Cable](#) and the [Premium Extra-Long 10ft Lightning Cable](#), depending on their individual needs. The two extra-long cables are particularly convenient in a dorm setting or lecture hall, where limited and hard-to-reach power outlets can make the task of charging a device a challenge. Affording students with the opportunity to let their personal style shine through, and to help avoid mix-up amongst friends and roommates, the High Quality Lightning Cable is available in seven different color options including white, black, blue, green, red, pink, and purple.

[Rollick™](#)

Rollick™ is a portable Bluetooth® stereo speaker with a rounded design which makes it easy to pick up and carry for on-the-go use. Its powerful dual speakers produce rich, high fidelity stereo sound that remains clear even at higher volumes. Rollick™ also comes with a lithium-ion rechargeable battery so that students can enjoy their music for hours whether they are out on the quad or in their rooms.

[WaveCast™](#)

Featuring a sleek, subtly curved design, WaveCast™ is slim and compact enough to carry in one hand or to pack in a bag for a bus ride. Its Bluetooth® capability lets students stream music from their smartphones or tablets, and change tracks without being next to the speaker. Despite its compact size, WaveCast™ is equipped with dual speakers and a bass radiator to deliver a full-range stereo sound.

[FitActive® Run](#)

The FitActive® Run earphones feature an ergonomic design with an in-ear brace so that they not only feel comfortable, but also stay in the user's ears no matter what the activity. These earphones were creatively designed to suit the needs of active people who enjoy being outdoors, making them the perfect fit for the student-athlete or exercise junkie. Additionally, a convenient built-in mic and remote make it easy to answer calls and control music while on the move.

[The Professional WorkStation™](#)

The iPad Air can be a valuable tool for completing day-to-day assignments and the Professional WorkStation™ portfolio was designed to enhance that aspect. Featuring a removable wireless Bluetooth-enabled keyboard, which provides simple and responsive typing so that students can work at their best, it's the perfect combination of form and function. The Professional WorkStation™ also comes with a retractable kickstand that props up the iPad Air for an optimal typing experience or to simply enjoy watching movies and videos hands-free when it is time for a study break.

Pricing and Availability

iLuv's Back-to-School products are available at iLuv.com and select retailers, and have an SRP of \$19.99-\$99.99.

Follow us on [Twitter](#) @iLuv_World, [Facebook](#) at iLuv Creative Technology, [Instagram](#) at iLuv_Creative_Technology, and [Pinterest](#) at iLuv Creative Technology.

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 42 prestigious awards including 6 red dot product design awards, 4 iF Design Awards, 8 Good Design Awards, and 24 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.

The iLuv® trademark is the exclusive property of jWIN Electronics Corp. and is registered with the U.S. Patent and Trademark Office, and may be registered or pending registration in other countries. All other iLuv® trademarks, service marks, and logos may be registered or pending registration in the U.S. or in other countries. GoPro is a registered trademark of GoPro, Inc. All other trademarks or registered trademarks are the property of their respective owners. © 2014 iLuv Creative Technology.

Media Contact:

Melissa Hoiston
R&J Public Relations
(908) 722-5757
mhoiston@randjpr.com

###