



## Latest Accessory Lines from iLuv Protect Apple's Newest Tablets in Style

### *iLuv Launches Accessory Lineups for Apple's New iPad Air 2 and iPad mini 3*

Port Washington, NY- October 16, 2014 – [iLuv Creative Technology](#), the premier provider of the most comprehensive line of accessories for the mobile lifestyle, unveils two lines of versatile and protective cases for Apple's newly launched iPad Air 2 and iPad mini 3. The lines include a number of sleek, stylish, and highly innovative cases to suit any lifestyle. iLuv's case designs offer enhanced features for today's tech users such as a detachable hand strap for on-the-go convenience, or a large Bluetooth® keyboard for an easy typing experience.

"At iLuv, we strive to quickly deliver a new line of accessories to enhance the capabilities of Apple's newest products while allowing consumers to express their own sense of style, and the iPad Air 2 and iPad mini 3 are no exception," said Jason Park, Marketing Manager at iLuv. "We are proud to offer a variety of unique cases that offer both form and functionality to ensure that consumers get the most value from their new devices."



iLuv's line of cases for the iPad Air 2 and iPad mini 3 offer stylish and functional protection for every lifestyle, from professional to creative.

#### [The Professional WorkStation™ for iPad Air 2](#)

*Portfolio jacket with detachable Bluetooth® keyboard*

- Detachable Bluetooth® keyboard for mobility and flexibility
- Converts into a stand for convenient landscape viewing
- Scissor-type keypad provides more responsive typing
- Dedicated keys specific for iPad functions
- Long battery life lasts up to 30 days on standby or five days of continuous use
- Equipped with USB port for fast and convenient charging

#### [Layup for iPad Air 2](#)

*Rugged dual-layer case with convenient hand strap and kickstand*

- Rugged construction safeguards the iPad Air 2 from drops
- Dual-layer combination of polycarbonate and silicone for dual protection
- Silicone frame covers bezels for improved screen protection
- Built-in stand pulls out to provide landscape viewing
- Detachable hand strap with four adjustable positions provides improved handling and security

#### [Urban Folio for iPad Air 2](#)

*Protective folio case and stand*

- Durable polycarbonate cradle holds and protects the iPad Air 2
- Protective cover sports an elegant Saffiano finish
- Converts into a stand for easy typing and hands-free viewing
- Close the cover for 360° protection
- Elastic strap to keep cover closed
- Accurate cutouts provide access to all iPad ports and controls

### [CEO Folio for iPad Air 2](#) or [CEO Folio for iPad mini 3](#)

#### *Multi-purpose portfolio case*

- Handsome portfolio design and material ideal for professional use
- Interior panel also folds to create a stand for landscape viewing
- Complete zipper closure provides 360° protection
- Ample pocket slots for business cards, credit cards, ID, etc
- Convenient ePen stylus holder (stylus not included)
- Slot for Letter or Junior Legal size notepad (notepad not included)
- Internal reinforcements prop the iPad Air 2 or iPad mini 3 at an optimal viewing and typing angle on a user's lap

### [Simple Folio for iPad Air 2](#) or [Simple Folio for iPad mini 3](#)

#### *Folio case and stand*

- Outstanding protection for the iPad Air 2 or iPad mini 3
- Simple, timeless construction that goes with everystyle
- Converts into a stand for convenient viewing in landscape mode
- Maintains access to all iPad ports and controls

### [Gaudi Sleeve for iPad Air 2](#)

#### *Foam-padded sleeve*

- Memory foam for extra padded protection
- Soft, thin, plush interior prevents scratches
- Exterior pocket for added convenience
- Fits all generations of the iPad and most 10" tablets

### [Snoopy Folio for iPad Air 2](#)

#### *Peanuts® folio; **TabMate Series***

- Exclusive iLuv Peanuts® design
- Four elastic device holders with silicone reinforcement provide superior protection
- Elastic band secures front cover closed
- Outstanding protection for the iPad Air 2
- Converts into a stand for convenient viewing in landscape mode
- Maintains access to all tablet ports and controls

### [Snoopy Folio for iPad mini 3](#)

#### *Embossed folio cover*

- Exclusive iLuv Peanuts® design
- Outstanding protection for the iPad mini 3

- Converts into a stand for convenient viewing in landscape mode
- Maintains access to all ports and controls

### [Privacy Film Kit for iPad Air 2](#) or [Privacy Film Kit for iPad mini 3](#)

#### *Protection with Privacy*

- View the contents of your screen clearly while others only see a darkened screen
- Protects screen from scratches and cracks
- Hardness up to 3H
- Higher level of screen clarity for users compared to other privacy films
- Also compatible with previous generations of iPads

### [Glare-Free Protective Film Kit for iPad Air 2](#) or [Glare-Free Protective Film Kit for iPad mini 3](#)

- Specifically formulated to prevent unwanted glare
- 4-layer construction consists of a scratch-resistant protective film, a glare-free treatment, a PET protection film and a newly developed silicone polymer adhesive
- Protects screen from scratches, dirt and dust
- Prevents fingerprints and smudges
- Will not damage screen when removed

### [Clear Protective Film Kit for iPad Air 2](#) or [Clear Protective Film Kit for iPad mini 3](#)

- Specifically formulated to shield screen from nicks and scratches
- 4-layer construction consists of a scratch-resistant protective film, a hard coating treatment, a PET protection film and a newly developed silicone polymer adhesive
- Protects screen from scratches, dirt and dust
- Prevents fingerprints and smudges
- Will not damage screen when removed

### **Pricing and Availability**

iLuv's line of iPad Air 2 and iPad mini 3 accessories will be available at select retail stores. Prices for iLuv's iPad Air 2 and iPad mini 3 accessories range from \$9.99 to \$69.99.

Follow us on [Twitter](#) @iLuv\_World and [Facebook](#) 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 Awards, 4 iF product 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](http://www.iLuv.com).

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