



iLuv to Showcase Complete Award-Winning selfy™ Ecosystem at CE Week Including New Versions for iPad Air and iPad Mini

Port Washington, NY – June 25, 2014– [iLuv Creative Technology](#), the premier provider of the most comprehensive line of accessories for the mobile lifestyle, will showcase the award-winning [selfy™ ecosystem](#) in its entirety for the first time, from June 25-26 at CE Week Exhibits 2014 in New York City. Included in the line are the world's first Apple iPhone 5/5s and Samsung GALAXY S5 cases with a built-in wireless camera shutter. iLuv will also debut two additional versions of selfy™ for the iPad Air and iPad mini.

Besides providing stylish protection, selfy™ allows greater flexibility for capturing perfect selfies and group photos, anytime, anywhere, with a wireless Bluetooth® remote shutter. The shutter is seamlessly integrated into the case itself, sliding out when it's time to take a quick picture, then fitting securely back into the case after the photos have been taken. The new models for the iPad Air and iPad mini offer rugged protection and also include a built-in kickstand for propping up the device so that consumers can set up their perfect shot.

“With selfies becoming a regular part of the daily lives of consumers, we wanted to eliminate the restrictions and limitations of the typical selfie by providing a device that would allow consumers to shoot from any angle, well beyond the reach of an outstretched arm,” said William Otte, Senior Vice President of Sales and Marketing at iLuv Creative Technology. “iPhone 5/5s and GALAXY S5 users have already been able to experience the abundance of photography possibilities the selfy™ can provide, and now we're extremely excited to extend those same opportunities to iPad Air and iPad mini users. Selfy™ has the potential to revolutionize the ways in which consumers think about selfies, and will allow them to take photos with their mobile and tablet devices that previously would have been impossible.”

In addition to the selfy™ cases, the entire line of selfy™ accessories will also be on display. Each of the six current accessories is designed with the mobile user's active lifestyle in mind to make capturing consumers' favorite moments even easier. Thanks to the innovative design of the case, all of the accessories slide easily into place when the selfy™ remote is detached. Accessories in the selfy™ ecosystem that will be on display at CE Week Exhibits include:

Mini Tripod

- Perfect for stable, high-quality shots and group photos
- Flexible legs allows for set up anywhere
- Lightweight, ultra-portable size
- Works with all standard cameras

Bar Mount

- Perfect for bicycle and motorcycle videos
- Pivoting arm can be adjusted to hold device at various angles

-Adjustable clamp fits 0.6" to 1.2" diameter bars

Helmet Mount

- Perfect for filming outdoor activities
- Attaches securely to helmets via 3M double-sided tape
- Compatible with most helmets

Vented Helmet Strap

- Adjustable strap allows for placement in multiple positions
- Compatible with most vented helmets

Car Mount

- Perfect for car videos, navigation and hands-free calling
- Adjustable arm holds device at any desired angle
- Large suction cup adheres securely to windshield

Selfy™ Connector for GoPro® Mounts

- Works with GoPro® mounts (GoPro® mounts not included)
- Attaches to the back of the selfy™ case

iLuv's selfy™ ecosystem will be on display at the iLuv booth #123 at CE Week Exhibits from June 25-26 in New York City. At the show, selfy™ will be presented the CE Week Best in Show Award in the cellphone accessories category. For more information please visit www.randjnewsroom.com/ceweek2014.zip.

Selfy™ has an SRP of \$49.99-\$79.99 and is currently available in black and pink at iLuv.com/selfy and select retailers. Mounts in the selfy™ ecosystem have an SRP of \$9.99-\$19.99 and are currently available at iLuv.com/selfy and select retailers.

Follow us on [Twitter](#) @iLuv_World or [Facebook](#) at iLuv Creative Technology for all the latest product updates.

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 prestigious iF Design Awards, 8 Good Design Awards, and 24 CES Innovation Awards. iLuv was also recognized with 2 Global iBrand Top 20 award. 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.

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