



iLuv offers Compact Portable Power Bank featuring a built-in premium lightning cable and the additional USB Port

Port Washington, NY – October 29, 2015 – [iLuv Creative Technology](#) (“iLuv”) introduces a new portable power bank with a built-in lightning cable and additional USB Port for Apple and Android devices. iLuv’s myPower product line evolved into myPower 50L with great features and will be a good power charging solution for most mobile devices.

“While the number of people carrying power banks to juice up their mobile devices has been growing, it was troublesome to carry additional cable,” said Jason Park, Marketing Manager at iLuv. “Especially when they are moving around while charging their mobile devices in their pocket, the long cables become annoying. The short built-in lightning cable resolves the issue of not only carrying a cable itself but also managing the cable without tangle during charging.”

[myPower 50L](#)’s additional USB charging port allows charging both apple and android devices at the same time. It can charge most mobile devices such as smartphones, tables, portable speakers, and wearables. Its advanced circuitry prevents the battery pack from overheating, overcharging and damaging a connected device. With its slim and compact design, myPower 50L slips easily into any bags and purses so you can bring it with you when you’re on the move.

Convenient Built-in Lightning Cable

Compact and lightweight, myPower® 50L has a built-in MFi (Made For iPod, iPhone, and iPad) Certified 8-pin Lightning Cable. You can charge your iPhone without having to bring additional cable or to search around the cable. This battery pack slips easily into any bags and purses so you can bring it with you when you’re on the move.

Charge Two Mobile Devices at the Same Time

Not limited to just charging Apple and Android devices, the additional charging port can charge almost any USB device, such as smartphones, tablets, e-readers, portable speakers, Bluetooth® headphones, wearables and more.

5000mAh of Power to Charge Your Device

If you need power for your mobile devices while traveling, myPower® 50L is the ultimate solution. With a capacity of 5000mAh, this battery pack can fully charge an iPhone 6 three times or an Galaxy S6 two times.

LED Power Indicators

myPower® 50L features a convenient, four LED indicators that let you know the battery life percentage remaining on the pack: 4 is 100%, 3 is 75%, 2 is 50%, 1 is under 25%. A max input of 2.1A means you can fully charge the power bank in just 3.5 hours, which is 2.5 hours faster than the other power banks with only 1A input.

Designed for Safety

Advanced circuitry prevents the battery pack from overcharging, overheating and damaging a connected device, so you can always charge safely.

Compatible devices

Built-in Lighting cable: iPad Air 2, iPad Air, iPad mini 3, iPad mini 2, iPad mini, iPhone 6s Plus, iPhone 6s, iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPod touch 5th and iPod nano 7th

USB port: GALAXY S, Note and Tab series, LG G series, most smartphones, tables, and any devices with micro-USB port.

Pricing and Availability

iLuv's Compact Portable Power Bank with a built-in premium lightning cable and the additional USB Port has a Suggested Retail Price ("SRP") of \$49.99 and is available now at Amazon.com and other select retailers.

Follow us on [Twitter](https://twitter.com/iLuv_World) @iLuv_World and [Facebook](https://www.facebook.com/iLuvCreativeTechnology) 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 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 3 Global iBrand Top 20 awards. These awards serve as recognition for our innovative design and engineering across a range of mobile accessories, including Connected Home-Connected Life products, audio speakers, headphones / earphones, chargers, cables, and protective cases. 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 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. Any use of such marks by iLuv Creative Technology is under license. All other trademarks or registered trademarks are the property of their respective owners. © 2015 iLuv Creative Technology.

Media Contact:

+1-516-626-7188
marketing@iLuv.com

###