Introducing the mBrace for the Macbook - A Kickstarter Project

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Boston based startup venture, Creativity Different introduces the mBrace, a simple and stylish accessory for your Macbook Pro. The mBrace is designed to improve the comfort and convenience of carrying a notebook around the office, on campus or anywhere you take your Mac. Made from high quality and incredibly strong materials, the mBrace easily and securely attaches to a Macbook while perfectly complementing its look and feel.

Boston, Massachusetts - Startup venture Creativity Different is pleased to announce the mBrace. The mBrace is a simple and stylish accessory for your Macbook Pro designed to improve the comfort and convenience of carrying a notebook around the office, on campus or anywhere you take your Mac.

The mBrace, designed to perfectly complement the gorgeous look and feel of the Macbook, is made from a high quality Acetal plastic and incredibly strong Uretek fabric. It easily and securely attaches to a Macbook Pro without affecting any of its typical uses. And you can keep it attached all the time because even with the mBrace, your Macbook Pro will still fit nicely in most bags and sleeves with no problem. The mBrace also accommodates most covers and cases. But just in case, the mBrace can be removed as effortlessly as it can be attached to your notebook. And as a bonus, when attached, the handle can rest underneath the Macbook Pro to provide an angled keyboard, a ventilation prop or protection while resting on your lap.

The mBrace is the first project for Creativity Different, a startup venture with the mission to design and manufacturer innovative and stylish mobile accessories. Creativity Different intends to leverage Kickstarter to raise financing for manufacturing costs through donations. As an incentive, each donor of $30 or more will receive a complimentary mBrace when they are available to the public (effectively a pre-order). Creativity Different anticipates a late spring 2011 release of the mBrace. The Kickstarter approach is all or nothing. If Creativity Different cannot generate enough interest (2500 pre-orders) by Feb 10th, none of the donors will be obligated and the project will not be funded.

"We believe the mBrace is a product every Macbook Pro owner will want to get their hands on. Not only will they appreciate the mBrace for its comfort and convenience, but also for its style, which perfectly complements the Macbook Pro." says Terrance Kirkwood, founder of Creativity Different and original designer of the mBrace.

Creativity Different :
http://www.creativitydifferent.com

mBrace - Kickstarter Project:
http://www.kickstarter.com/projects/creativitydifferent/mbrace-the-way-your-macbook-was-meant-to-be-

Promo Video :
http://www.creativitydifferent.com/kickstarter-promo/

Product Image 1 :
http://www.creativitydifferent.com/products/images/kickstarter-project.jpg

Product Image 2 :
http://www.creativitydifferent.com/products/images/mbrace-perspective-med.jpg

Product Image 3 :

http://www.creativitydifferent.com/products/images/mbrace-front-details.jpg

Creativity Different, started by Terrance Kirkwood in Boston, MA in 2009, designs, manufactures and markets stylish and innovative accessories for mobile technology. Kickstarter is the largest funding platform for creative projects in the world. Every month, tens of thousands of amazing people pledge millions of dollars to projects from the worlds of music, film,art, technology, design, food, publishing and other creative fields. Each and every Kickstarter project is independent. Copyright (C) 2011 Creativity Different. All Rights Reserved. Apple, the Apple logo and Macbook Pro are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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