

WaterField Designs Debuts Protective Cases for Amazon's Kindle DX

Published on 05/18/09

WaterField Designs today announces three protective cases for the Amazon Kindle DX, the Slip Case, the SleeveCase and the Travel Case, all custom-fitted to the Amazon Kindle DX dimensions. Each stylish case offers protection and varied functionality. The Slip Case for the Kindle DX offers Kindle DX protection with minimal bulk. It sports vibrantly colored, water-resistant material on its exterior; a lightly padded, scratch-free liner; impact-resistant plastic to protect the Kindle DX screen.

San Francisco, CA - WaterField Designs, an innovative leader in custom laptop sleeves and designer bags and cases for digital-minded professionals, announces three protective cases for the Amazon Kindle DX (TM): the Slip Case, the SleeveCase and the Travel Case - all custom-fitted to the Amazon Kindle DX (TM) dimensions. Each stylish case offers protection and varied functionality, while maintaining a slim look and feel. WaterField Designs also offers cases for the original Kindle (TM) and the Kindle 2 (TM).

"Amazon sold an estimated 500,000 Kindles last year, and that number is expected to quadruple by 2010," explained WaterField owner, Gary WaterField. "With the introduction of the DX the student and business market will drive those numbers way up. We're offering Kindle users a functional and stylish way to protect their DX to ensure its longevity."

The Slip Case for the Kindle DX (TM) offers Kindle DX (TM) protection with minimal bulk. It sports vibrantly colored, water-resistant material on its exterior; a lightly padded, scratch-free liner; impact-resistant plastic to protect the Kindle DX (TM) screen; and a bottom-of-the-case loop to assist with Kindle DX (TM) removal. The open top provides secure yet quick access.

The SleeveCase for the Kindle DX (TM) offers more rugged protection than the Slip Case. It protects the device with: high-grade neoprene; a sturdy, black, ballistic nylon shell; and a lightly padded flap closure. The Small size, with an impact resistant, screen-protecting insert, stores the Kindle DX (TM) "naked". The Large size fits the Kindle DX (TM) within a read-through case. An exterior, open-top pocket on each stows a USB cable or ear buds. With the Large, customers can choose a horizontal (for briefcases) or vertical (for backpacks) orientation. Users can toss the case into a bag or opt for a Simple- or Mini-Suspension Strap to wear it over a shoulder.

The Travel Case for the Kindle DX (TM) is designed to carry and protect the Kindle(TM) and additional accessories. Users can carry the case in a bag or opt to add a choice of two removable shoulder straps to carry it as a stand-alone case. The Travel Case includes padded, internal compartments to stow the Kindle DX (TM) "naked" or within a simple case, the power adapter, the clip light, and other accessories tangle-free and organized while in transport. Self-locking zippers on a front pocket and the main compartment ensure content security. Available in six vibrant colors, the water-resistant case maintains its thin, compact shape, even when fully packed.

Availability and Pricing:

Cases are available for pre-order at the [sfbags](http://sfbags.com) website and will ship within two weeks after Amazon ships. (Kindle (TM) and Kindle 2 (TM) cases are available now.) Slip Case for Kindle DX (TM): \$33 (USD). Six colors: black, blue, brown, green, red, or silver. SleeveCase for Kindle DX (TM): Small with screen-protecting insert: \$49. Large: \$49 Color: Black. Travel Case for Kindle DX (TM): \$57. Six colors: black, blue, brown, green, red, or silver. Detachable straps for SleeveCase or Travel Case: Simple Strap: \$5. Mini Suspension Strap: \$13 (USD).

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WaterField Designs:
<http://www.sfbags.com/index.htm>

Amazon Kindle DX:
<http://www.sfbags.com/products/kindle/kindlecase.htm>

WaterField Designs manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, cameras, and other digital gear. All products are manufactured to exacting standards in San Francisco. WaterField Designs, SleeveCase, Travel Case, Slip Case are trademarks of WaterField Designs. Other company and product names may be trademarks of their respective owners. WaterField Designs is not affiliated with Amazon nor has Amazon endorsed these products.

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