

Back to School Shoppers Get Even Smarter With Adorama's New Catalog

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Adorama is now shipping its 2013 Back to School catalog, giving shoppers a comprehensive gadget and gear lineup at a glance for all their back to school technology needs. Back to school shoppers can find the latest cameras, computers, tablets and smartphones, including iPads, iPhones and Samsung Galaxy tablets and smartphones, in the Adorama catalog, with detailed descriptions to help them determine the best products to fit their educational needs.

New York, New York - Adorama, one of the world's largest photography, imaging, video and electronics retailers, and a leading destination for iPhone photo specialty accessories, is now shipping its 2013 Back to School catalog, giving shoppers a comprehensive gadget and gear lineup at a glance for all their back to school technology needs. Back to school shoppers can find the latest cameras, computers, tablets and smartphones, including iPads, iPhones and Samsung Galaxy tablets and smartphones, in the Adorama catalog, with detailed descriptions to help them determine the best products to fit their educational needs.

The Adorama catalog features articles on the latest technology trends, such as what qualities to look for in a smartphone as well as the best smartphone gadgets for students and teachers. For example, Adorama recently began shipping a large selection of accessories to enhance the educational experience, including the Carson Micromax LED Plus-2 Microscope with iPhone 5 Adapter, which transforms the iPhone into a mini microscope for use in school and at home. Additionally, the brand new MiLi Pico Projector II Charger with Projector for iPhone/iPod/iPad allows students and teachers alike to share content directly from their devices as if it were a projector.

The easy to browse Adorama catalog offers a wide variety of photography tools and consumer electronics, with products broken up into specialized sections such as cameras, consumer audio, home office, computing and entertainment, making it simple for customers to quickly find the products they need. It also features the iPhone Toolshed - Adorama's specially curated collection of iPhone accessories to make back to school shopping easier than ever. Customers can also find the enormous selection of back to school tech gear from Adorama online.

Adorama:
<http://www.adorama.com/>

Adorama iPhone Toolshed:
<http://www.adorama.com/iphonetoolshed>

Carson Micromax LED Plus-2 Microscope with iPhone 5 Adapter:
<http://www.adorama.com/CSMM255.html>

MiLi Pico Projector II Charger with Projector for iPhone/iPod/iPad:
<http://www.adorama.com/MHPA10.html>

Adorama Cameras:
<http://www.adorama.com/catalog.tpl?op=category&cat1=Cameras%20%26%20Lenses>

Adorama is more than a camera store - it's one of the world's largest photography, imaging and electronics retailers. Serving customers for more than 30 years, Adorama has grown from its flagship NYC store to include the leading online destination for photography,

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imaging and consumer electronics. Adorama's vast product offerings encompass home entertainment, mobile computing, and professional video and audio, while its services include an in-house photo lab, AdoramaPix, pro equipment rental at Adorama Rental Company and the award-winning Adorama Learning Center, which offers free education for photographers in video channels such as the popular AdoramaTV. Adorama is listed as Forbes.com's Best of the Web and in the Internet Retailers Top 100, and is the official Photo and Electronics Retailer of the NY Giants. Copyright (C) 2013 Adorama. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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