

WaterField Designs Creates Cases for Apple iPod Touch, Classic & Nano

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WaterField Designs, a leading maker of custom-fitted computer bags and cases for digital gear, announces three new cases to match Apple's recently announced iPods: the Smart Case, the Travel Case and the Suede Jacket. Each of these new cases are custom-fitted for the iPod Touch, Classic and Nano. These cases were designed for protection and accessibility while keeping the look stylish and compact.

Company responds quickly to Apple's three new iPods with a full line of cases

San Francisco, CA, September 2007 - WaterField Designs, a leading maker of custom-fitted computer bags and cases for digital gear, announces three new cases to match Apple's recently announced iPods: the Smart Case, the Travel Case and the Suede Jacket. Each of these new cases are custom-fitted for the iPod Touch, Classic and Nano. These cases were designed for protection and accessibility while keeping the look stylish and compact.

The iPod Smart Case - at less than an inch thin - slips easily into and out of a pocket. The multi-layered padding system combines a high-impact, rigid insert with a soft, scratch-free Ultra-suede(TM) liner to protect the iPod. It comes in six eye-catching colors and three custom sizes to fit the new Touch, Classic and Nano iPods. A rubberized textile flanks each side making the case easy to grip. For a sleek and smooth look, all stitches are internal. Three different styles offer carrying options; attach it to a strap, clip it on a belt, or slip it in a pocket.

The iPod Travel Case is designed to keep the iPod and its accessories all together and tangle-free. Custom-sized, padded, interior compartments keep gear organized. Self-locking zippers ensure contents don't spill out accidentally. All three sizes maintain a thin and compact shape even when fully packed, so they can be easily stowed in a work or day bag.

The iPod Suede Jacket is a minimalist case offering elegant protection from scratches without bulk. The basic Ultrasuede(TM) case fits iPods snugly and doubles as a screen cleaner.

"I love the Suede Jacket because it's so simple; I can slip it in my pants pocket and my iPod won't get dinged by my keys," explained owner Gary Waterfield, chief designer. "For hard core protection, I reach for the Smart Case, and I use the Travel Case for organizing all my gear. When I head out, I don't have to think about what to take and leave behind; it's all together in one thin, lightweight case, ready to go."

Availability & Pricing

All three products are now available for shipping from www.sfbags.com.

The iPod Smart Case: \$29-\$39. Available Sept. 30. Three Styles: Slip (for pocket), Flap (for attaching to a strap), and Clip (for attaching to a belt). Three Sizes: Touch, Classic, Nano.
Six Colors: black, blue, brown, green, red, silver.

The iPod Travel Case: \$35-\$39. Available Now. Three sizes: Small, Medium, Large.
Six colors: black, blue, brown, green, red, silver. .

The iPod Suede Jacket: \$5-\$9. Available Now. Four Sizes: Touch, Classic, Nano, Shuffle
Color: Black only.

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iPod Travel Case:

<http://www.sfbags.com/products/iphonettravelcase/iphonettravelcase.htm>

iPod Smart Case:

<http://www.sfbags.com/products/ipodsuedejacket/ipodsuedejacket.htm>

iPod Suede Jacket:

<http://www.sfbags.com/products/ipodsuedejacket/ipodsuedejacket.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. More information is available at www.sfbags.com.

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