

SYDNEY – 21 December 2009

Joby Gorillamobile for 3G/3GS™ supports iPhones along with other handheld devices

Newest Gorillamobile features a soft-touch iPhone 3G/3GS case with built-in adapter in addition to the universal camera adapter and removable adhesive clips

Joby, the world renowned designer of the **Gorillapod™** line of innovative camera tripods, and its Australian distributor Maxwell International Australia, are pleased to announce the **Gorillamobile for 3G/3GS**. Following on the success of the original **Gorillamobile**, the **Gorillamobile for 3G/3GS** extends the revolution around mobile device interactivity. Its flexible, wrappable legs enable the user to secure the **Gorillamobile** to virtually any surface, allowing limitless functionality and positioning capability for movie viewing, talking, video recording and photography. With four interchangeable quick-release adapters, including the addition of a custom-engineered, slimline iPhone case, the **Gorillamobile for 3G/3GS** supports an entire collection of mobile devices.

The **Gorillamobile's** award winning ball-and-socket construction allows for fully articulated movement of the legs and neck. The genius of the **Gorillamobile for 3G/3GS** is in the iPhone case, which fulfills iPhone protection needs while also providing the perfect connection to the **Gorillamobile's** prehensile stand.

“The proliferation of ‘iPhoneography,’ in addition to the 3GS’s video and camera upgrade, has only increased the already-demonstrated need for an adaptable iPhone stand,” said Paul Gibbs, senior product manager at Maxwell International Australia. “The **Gorillamobile for 3G/3GS** was created to address the consumer’s dual needs around both protecting and supporting the iPhone while capturing video or shooting still images.”

In addition to the flexible tripod and soft-touch iPhone case with adapter, the **Gorillamobile for 3G/3GS** package also includes two removable 3M high bond residue-free adhesive clips and a universal camera adapter, ensuring compatibility with and easy switching between all handheld devices. Use it to position a mobile phone, mini video camera, GPS device, gaming unit, video or music player, pocket projector or digital camera for hands-free enjoyment.

Images downloadable from highres.maxwell.com.au/joby



About Joby

Founded in 2005, Joby designs, markets, and sells creativity-inspiring and life-improving consumer products including the Gorillapod, Gorillamobile and Gorillatorch. All of Joby’s products are created using principles of intelligent and user-centric design. Joby’s Gorillapod is available in four sizes and is sold in more than 70 countries. Joby is headquartered in San Francisco CA, with offices in Santa Cruz CA, Switzerland, Singapore and China. More information is available at www.joby.com

More information

phone | email | web
1300 882 517 | sales@maxwell.com.au | www.joby.com

Specifications and RRP

Height	15cm (6 in.)
Weight	63g (2.2oz)
Max. weight supported	325g (11.4oz)
Colour	Gray/Black
Warranty	1 year, limited
Australian RRP	\$59.00
SKU	500076

Availability

The **Gorillamobile for 3G/3GS** is available at Australian retailers now.