

SYDNEY – 21 December 2009

Joby Gorillamobile arrives in Australia

Joby’s Gorillamobile, an ingenious tripod with widespread mobile device compatibility and limitless functionality

Joby, the world-renowned designer of the **Gorillapod** line of innovative camera tripods, has created the **Gorillamobile**. Representing the first product in a new line, the **Gorillamobile** promises unparalleled tripod compatibility for almost all mobile devices. Featuring the critically acclaimed ball-and-socket tripod legs that affix to and balance on any surface, the **Gorillamobile** provides consumers with a universal system for mounting any portable device. Photo-taking, video-recording, talking and movie-watching have never been easier!

The **Gorillamobile** is ideal for mobile phones, PDAs, MP3 players, portable gaming devices, GPS units, mini video cameras, pocket projectors and almost any other mobile device a consumer might want to use – hands-free.

To ensure maximum compatibility, the **Gorillamobile** pack includes four interchangeable adapters:

- One custom-engineered suction cup for a temporary hold – even works on soft-touch rubberised finishes!
- Two removable high-bond adhesive clips for a more permanent hold – detach without leaving behind any residue
- One universal camera adapter (1/4” tripod screw).

Whether the user needs a temporary hold or prefers something more permanent, the adapters provide the solution.

“The **Gorillamobile** will satisfy the overwhelming demand we’ve had to develop a portable and delightful product for the person seeking a tripod and flexible mounting system for all his mobile devices,” said Maxwell International Australia’s senior product manager Paul Gibbs. “The **Gorillamobile** truly creates endless possibilities and is sure to become a ‘can’t leave home without it’ product.”

The **Gorillamobile** weighs less than 50 grams, is just under 15 centimetres tall and can support up to 325 grams. Available in Gray/Black only, the Gorillamobile comes with a limited one-year warranty.

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



Specifications and RRP

Height	15cm (6 in.)
Weight	46g (1.6oz)
Max. weights supported:	
Suction cup	200g (7.1oz)
Adhesive clip	200g (7.1oz)
Camera adapter	325g (11.5oz)
Colour	Gray/Black
Warranty	1 year, limited
Australian RRP	\$42.00
SKU	500075

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

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Availability

The **Gorillamobile** is on sale at Australian retailers now.