

May 2009

Compact cameras get D-Wrap!

Lowepro unveils a smart protective wrap for digital compact cameras to wear all the time – with easy, instant access

Lowepro, a product design company that builds protective gear for photography equipment and portable electronics, has announced the launch of its newest offering for the point-and-shoot enthusiast, the **D-Wrap**. This convenient wrap-style case provides easy-to-use protection that stays securely attached to the camera at all times.

“This design complements the spontaneity of today’s point-and-shoot camera user. Lowepro’s **D-Wrap** was created taking cues from the perspective of a multi-tasker,” says Paul Gibbs, Senior Product Manager at Maxwell International. “The protective case remains on while the camera is in use, but it’s never in the way of grabbing that perfect shot,” he added.

Lowepro’s **D-Wrap** includes a built-in plate with a screw thread that attaches to the tripod socket of a point-and-shoot camera. The stretchy and abrasion-resistant neoprene cover wraps around the camera body and shuts securely with a Velcro® closure.

To use, simply unwrap and shoot – the cover hangs below hands and out of the way, providing access to all camera functions.

Slim in profile and easy to use, the **D-Wrap** compact point-and-shoot camera case addresses the needs of the consumer who wants modern design, fast access and full-time protection for his or her camera investment.

The D-Wrap will have an RRP of \$15.95 and will be available in three colours: Red, Grey and Black. It stretches to fit most compact point-and-shoot camera models.

Design highlights

- Easy to use: attach, wrap – then unwrap & shoot instantly
- Stretches to fit most models of compact cameras
- Stays securely attached to camera at all times.

Dimensions

Folded: 11.4 x 8.3 x 1.9 cm
Unfolded (flat): 11.4 x 21 x 0.6 cm

More information

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These images and more available at <http://highres.maxwell.com.au/lowepro>



About Lowepro

Lowepro founder Greg Lowe established the company’s reputation for quality and innovative design in 1967 when he introduced the world’s first internal-frame backpack. More than 40 years later, Lowepro is continuing to revolutionise the industry with pioneering design and superior quality with the most extensive line of protective carrying solutions for photographic and electronic equipment including products for cameras, camcorders, notebook computers, imaging accessories and portable consumer electronics.

Lowepro products are distributed in more than 100 countries through photo, outdoor, computer, consumer electronic, mail order and online resellers, in addition to OEM partnerships. Lowepro offices are located in the United States, Canada, the United Kingdom, Australia, Switzerland and Germany.

For more information about Lowepro products, visit their website www.lowepro.com