

May 2009

Take a shot at the hip with new Hipshot!

Lowepro unveils the Hipshot – a lightweight, clip-on pouch for the digital enthusiast

Lowepro, a product design company that builds protective gear for photography equipment and portable electronics, has announced the launch of its newest offering in the pouch category, the Hipshot. This convenient pouch is designed to fit compact cameras or other electronic devices.

The Hipshot's design inspiration is from a rock climber's chalk bag, with added protective and convenient features to be a Lowepro pouch. The Hipshot is built to be ultra-convenient, easy to toss in a bag, briefcase, suitcase or even to clip on to a loop or strap with the built-in carabiner. Its stretchy neoprene snugly fits and protects a variety of today's best-selling personal electronic devices such as compact cameras, MP3 players, ultra-compact point-and-shoot video cameras and smart phones. The new Hipshot is quick and easy to access and then to secure with its handy drawstring and toggle closure. It has a fast-grip base for speedy access: simply use one hand to push the device up towards the opening.

There's no need to stop at just one Hipshot – buy more than one to carry and protect a whole collection of digital gear.

The Hipshot is offered in three colour combinations: Black, Cherry/Black and Royal Blue/Black.

More information

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

Images downloadable from <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. 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

Dimensions, fit and RRP

Model	Exterior dimensions (cm)	Interior dimensions, maximum (cm)	Fits	RRP
Hipshot 10	6.5W x 3.5D x 11H	6W x 3D x 10.5H	Compact digital camera; MP3 player; other small electronic device	\$17.95
Hipshot 20	7W x 3.5D x 12.5H	6.5W x 3D x 12H	Compact digital camera; point-and-shoot video camera (specifically fits Flip video camera and similar hardware); smart phone; other small electronic device	\$18.95
Hipshot 30	8.5W x 4.5D x 12.5H	8W x 4D x 12H	Digital camera; small camcorder; MP3 player with accessories; GPS unit or other electronic device	\$19.95