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2 in 1: Lowepro's new Inverse belt pack provides photographers with two carrying alternatives in one stylish bag

Intuitive design removes upper-body strain, making the Lowepro Inverse the ideal belt pack carrying solution for serious shooters

Lowepro, the worldwide leading provider of protective pouches, cases and backpacks for imaging and lifestyle technology products, today announced the **Inverse AW** series of belt packs, designed for the digital photographer on the go.

The Inverse can be utilised in two distinct carrying modes: worn around the waist by snapping on the contoured mesh lumbar belt or carried as a shoulder bag with the detachable 360° swivel padded shoulder harness. The quick-access lid opens 180° making loading and retrieving gear from the padded and customisable main compartment simple. In addition to the water-resistant exterior materials, the **Inverse AW** also features a built in Lowepro All Weather Cover™ to protect the contents from rain, snow and dust. Available in two sizes, the **Inverse 100 AW** and **200 AW** have the carrying capacity for a pro-style digital SLR with attached lens as well as extra lenses, flash units and accessories.

The **Inverse AW** series offers photographers exceptional comfort with a breathable back-panel and weight-distributing carrying options. Specialised compartments hold plenty of accessories. When combined with the adjustable compression pulls on the lumbar belt, **Inverse AW** enables photographers of any body-type to load up on extras. The sturdy, yet comfortable, design of the belt pack enables users to shoot their pictures easily, while wearing the pack. Locking straps located on the underside of the belt pack are perfectly suited to slipping in a tripod or rolled-up spray-jacket. The front compression system, with a zippered pocket and adjustable compression pulls, provides easy access to cables, adaptors, small accessories and personal items while allowing the pack to be customised to fit any body type. Under the quick access top, Inverse features a Tricot-lined lid to protect LCD screens from abrasion, as well as memory card pockets to ensure that additional media cards are right where they are expected to be.

"Every photographer has been in the situation where they have missed the perfect shot because they couldn't reach their camera or their accessories fast enough. We have created the new Lowepro **Inverse AW** belt pack to provide a platform that keeps all of that equipment comfortably at arms reach and easily accessible to the photographer," said Paul Gibbs,

Images downloadable from <http://highres.maxwell.com.au/lowepro.html>



Marketing Manager. "With the vast differences in how individual photographers prefer to carry their gear, **Inverse AW** integrates two different carrying styles from which the user can choose. By combining our signature Lowepro All Weather protection and durable comfort with a selection of carrying options, the **Inverse AW** series provides photographers with the freedom to go anywhere and never miss that perfect shot again."

Additional features of the **Inverse AW** series include mesh side pockets to secure a water bottle or other personal items, silent-pull zippers to reduce noise, and SlipLock™ attachment loops to further customise and extend the capabilities of the belt pack as needed.

Inverse AW is available in Black, Arctic Blue, and Leaf Green.

Dimensions

Inverse 100 AW Interior: 23W x 14.2D x 21.2H cm
Exterior: 25.6 x 20.1 x 22.3 cm

Inverse 200 AW Interior: 30.5W x 15.3D x 21.2H cm
Exterior: 32.8 x 21.8 x 22.3 cm

Recommended Retail Price

\$99.00–\$119.00

In Store

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The new models in the **Inverse AW** family are available mid-June 2008 for purchase at most leading photo and consumer electronic retailers throughout Australia and New Zealand.

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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 revolutionize 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 around the globe through photo, outdoor, computer, consumer electronic, mail order and online resellers, in addition to OEM partnerships. Lowepro corporate offices are located in the United States, Canada, the United Kingdom, Australia, Switzerland and Germany.

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