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## Lowepro unveils the next generation of the Nova AW series of shoulder bags

Sporting a 360° Patented All Weather Cover™, the new models of the popular Nova AW series provide unique access and protection for a digital SLR and accessories

Lowepro, the worldwide leading provider of protective cases and backpacks for imaging and technology products, through local distributor Maxwell International Australia, today announced the launch of the next generation models of their popular **Nova AW** series of shoulder bags, designed to carry and protect a digital SLR and accessories in the most rigorous of weather conditions. The new models of **Nova AW** bags are available in six sizes and feature a new-generation 360° Patented All Weather Cover which provides complete protection from the elements while still allowing photographers to access equipment.

The newly launched models of the **Nova AW** series offer a large central compartment with movable dividers large enough to accommodate digital SLR kits. The larger models, **Nova 180, 190 and 200 AW**, can easily secure a pro digital SLR. The smaller models, **Nova 140, 160 and 170 AW**, have been designed for enthusiast kits. The interior has been constructed of soft protective material specifically produced to protect sensitive digital equipment. A front access pocket provides safe and accessible storage for batteries, small accessories and other necessities. Memory card pockets on the inside front lid ensure cards are protected and available for quick changes.

“When we create our camera bags, our priority is to make certain that photographers are able to shoot, while their equipment is protected even in inclement weather. Lowepro designers are constantly re-examining and improving the camera bags to ensure that the newest and most sensitive equipment has complete security,” said Paul Gibbs, Senior Product Marketing Manager.

Understanding that photographers need a shoulder bag that is as comfortable as it is functional, the new **Nova AW** models offer the ability to carry by hand with a soft, padded handle; by shoulder with an ergonomic, adjustable, removable shoulder strap with non-slip grip, or as a belt pack with a built-in belt loop. The **Nova 180, 190 and 200 AW** models include a sleeve, allowing travellers to slip the bag over rolling luggage handles. All models are fitted with a new-generation 360° Patented All Weather Cover which enables photographers to access their camera bag with the AW cover deployed, while still continuing to shoot pictures even in harsh weather.

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

Constructed of durable and attractive nylon exterior fabric, the **Nova AW** series of bags are available in four sophisticated shades: Black, Bordeaux Red, Chestnut Brown and Ultramarine Blue.

The new bags will start appearing in the Australian and New Zealand markets from early June.

## Dimensions

<b>Nova 140 AW</b>	Interior: 17 x 10 x 17 cm Exterior: 21 x 17 x 22 cm
<b>Nova 160 AW</b>	Interior: 20 x 11 x 17 cm Exterior: 24 x 17.5 x 22 cm
<b>Nova 170 AW</b>	Interior: 21.5 x 11.5 x 20.5 cm Exterior: 24.2 x 18 x 24.5 cm
<b>Nova 180 AW</b>	Interior: 24 x 15 x 20 cm Exterior: 28 x 22.5 x 24 cm
<b>Nova 190 AW</b>	Interior: 29 x 16 x 20 cm Exterior: 33 x 23.5 x 24 cm
<b>Nova 200 AW</b>	Interior: 34.5 x 18 x 23 cm Exterior: 38 x 23.2 x 25.8 cm

## Recommended Retail Pricing

\$69.00–\$149.00

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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 foam-padded, soft-sided camera bag. 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](http://www.lowepro.com)