

31st March 2008

Lowepro unveils new Spectrum series of camera pouches providing complete protection for compact point-and-shoot cameras

Combining durability, sturdy construction and an array of colour options, the Spectrum series of compact camera pouches enables consumer photographers to safely take their cameras anywhere

Lowepro, the worldwide leading provider of protective cases and backpacks for imaging and technology products, has unveiled the **Spectrum** series – a new line of compact camera pouches specifically designed for today's digital point-and-shoot photographers. **Spectrum** features a single main compartment with a padded lining of brushed-tricot material to protect camera LCD displays from abrasion. A zippered accessories compartment with an interior mesh pocket ensures safe storage and easy access to extra memory cards, while the water-resistant fabric and reversed zippers prevent damage from moisture. Available in five colour schemes and three sizes, **Spectrum** is durable, colourful and affordable, ideal for everyday use.

"There are so many everyday moments when people wish they had their camera. Whether for a special event, a walk in the park, or an afternoon at home, **Spectrum** allows consumers to safely and comfortably carry their point-and-shoot cameras wherever they go," says Paul Gibbs, Maxwell International Australia. "The latest pouch in the Lowepro family, **Spectrum** demonstrates our ongoing commitment to creating products with intuitive design and total protection for the consumer photographer."

Spectrum is available in three sizes: **Spectrum 10**, **30**, and **50**. Each is designed to provide a secure fit for the varying sizes of today's ultra-compact digital cameras. Making the line as comfortable and accessible as possible, **Spectrum** features a belt loop on the back of the pouch, an adjustable and removable shoulder strap and webbed no-slip zipper pulls for quick access. **Spectrum** is available in black and four two-toned colour schemes including arctic blue/polar, parsley/leaf, red/chilli and espresso/cocoa.

Dimensions

Spectrum 10 External: 8 x 4.5 x 11 cm (3.5 x 2.2 x 4.3 in)
Internal: 7 x 3.3 x 10 cm (2.8 x 1.3 x 3.9 in)

Spectrum 30 External: 9 x 5.5 x 11 cm (3.5 x 2.2 x 4.3 in)
Internal: 8 x 4 x 10 cm (3.1 x 1.6 x 3.93 in)

Spectrum 50 External: 8.5 x 7 x 12.5 cm (3.34 x 2.75 x 4.92 in)
Internal: 8 x 6 x 11.5 cm (3.1 x 2.4 x 4.52 in)

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

Recommend Retail Price

Spectrum 10, 30 and 50 \$19.00–\$23.00

Instore from April 2008

About Lowepro

Lowepro founder Greg Lowe established the company's reputation for quality and innovative design in 1967 when he created 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 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 or Lowepro products, visit www.maxwell.com.au