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Lowepro Tasca sleeves provide style and protection for digital gear

Designed for protecting mobile phones, PDAs and MP3 players, the cool and colourful Tasca pouches are useful & fashionable

Lowepro, the worldwide leading provider of protective cases and backpacks for imaging and technology products, today introduced the **Tasca** series – colourful sleeves for personal electronics, including ultra-compact digital cameras, MP3 players, mobile phones, smart phones, or PDAs. Whether headed to the gym or at a day with friends, **Tasca** carries personal items in style, protecting digital accessories and sensitive LCD screens from scratches and dings with its tactile neoprene fabric. Two sizes are available in five vibrant colours, making **Tasca** the ideal accessory for most mobile electronics.

The **Tasca** series of sleeves are designed with a magnetic top closure for keeping devices secure, with a carabineer attachment that enables the carrier to attach **Tasca** to a bag, lanyard, belt or other clothing. The soft, stretchable neoprene fabric creates a barrier of protection while maintaining a slim design relieving any protection concerns when tossing gear into a backpack or purse. Available in attractive colours such as Black, Arctic Blue, Red, Fern, and Pink, consumers can match **Tasca** to their personal style, a set of luggage, or the latest colours of MP3 players and other mobile electronics.

“The Tasca series of compact sleeves is equally suited to a day on campus, working out, or a night of fun with friends or family,” says Paul Gibbs, Maxwell International Australia. “Tasca consists of sturdy, versatile materials and offers excellent protection for smaller digital items, like mobile phones, ultra-compact cameras and MP3 players, which often go unprotected in regular bags and backpacks. The Tasca line will accommodate these items without sacrificing a fun sense of style.”

Tasca is available in two sizes, Tasca 10 and 20, ensuring a snug fit for ever-shrinking mobile electronics.

Dimensions

Tasca 10 External: 9.5 x 1.2 x 13.5 cm (3.7 x .5 x 5.3 in)
Internal: 8 x 1.2 x 10.5 cm (3.1 x .5 x 4.1 in)

Tasca 20 External: 9.5 x 1.2 x 15 cm (3.7 x .5 x 5.9 in)
Internal: 8 x 1.2 x 12.5 cm (3.1 x .5 x 4.9 in)

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



Recommend retail price

Tasca 10 and 20 \$19.00–\$22.00

Instore from April 2008

About Lowepro

Lowepro founder Greg Lowe established the company's reputation for quality and innovative design in 1972 when he introduced the world's first foam-padded, soft-sided camera bag. 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.

More information

For more information about Lowepro or Lowepro products, visit www.maxwell.com.au

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