



iLuv Delivers the Best of Both Worlds In Mobile Computing With The WorkStation™ Series

***- iLuv's New Line of Docks and Cases Effortlessly Combine Work and Play for a Total
Computing Experience –***

Port Washington, NY –September 27, 2011– iLuv Creative Technology, the premier provider of the most comprehensive line of accessories for the mobile lifestyle, introduces the highly-unique and innovative **WorkStation™ Series** of docks and cases for the iPad, Samsung GALAXY Tab and smartphones. The **WorkStation™ Series** brings together the portability and convenience of mobile computing with the productivity of PC computing, establishing an entirely new category of tablet and smartphone accessories.

“Tablets and smartphones are no longer devices used exclusively for entertainment,” said Pia Chon, marketing director at iLuv. “For many, these smart devices have become the primary systems for both work and leisure activities -- and that’s a trend that will only continue in the future. iLuv recognizes the clear and growing need for solutions designed to unlock the full potential of mobile computing devices, both from a leisure and a productivity standpoint. The **WorkStation™ Series** is that line of accessories. ”



Current research indicates that over 75% of today’s tablet owners have increased their mobile device usage over the traditional laptop or desktop computer for both work and play. Tablet users are now spending more than 5 hours a day on work-related activities such as emailing and web research, for example. In addition, one in three tablet owners spend more time with their tablets than they do watching TV. The **WorkStation Series™** is the first range of accessories specifically designed to take user’s mobile devices from an entertainment system to true a business and productivity solution.

The WorkStation™ Series is highlighted by the flagship **iMM737, The WorkStation™**, the ultimate upgrade for the iPad/iPhone/iPod. The **iMM737** is a productivity solution for work and a sophisticated audio system for entertainment. **The WorkStation™** features a wired keyboard with dedicated keys

specifically for Apple functions and which conveniently tucks away into the base of the unit when not in use. Its laptop-style keys improve the user's typing experience, making emailing, chatting and web research easier and faster than with the touchscreen keypad. The tilting and rotating bracket provides a range of working options including portrait for reading, landscape for movie/video watching and tilt angles for working. The iMM737 is *the* mobile computing station for work and play.

The **iMM517 WorkStation™ Pro** represents the next era in mobile computing. So much more than a docking system, it is a hub for converging and emerging communications technology. The Bluetooth® keyboard easily pairs with an iPad / iPhone / iPod for an improved typing experience and greater flexibility. Additionally, its rotating bracket enables easy viewing in either portrait or landscape mode. Best of all, WorkStation™ Pro boosts the sound potential of Apple devices with patent-pending jAura® Sound technology, delivering unmatched audio fidelity, bar none.

The **iCK826/iSK912 Professional WorkStation™ Portfolio** case is designed with pride in New York, and transforms the iPad and/or Samsung GALAXY Tab into a powerful portable business device. The folio jacket features a detachable Bluetooth® keyboard that seamlessly connects to an iPad or GALAXY Tab for exceptional flexibility. The laptop-style keys provide an improved typing experience and also feature dedicated keys specifically for important iPad or GALAXY Tab functions. The Professional WorkStation™ Portfolio delivers productivity enhancements that improve your mobile computing experience.

The **iBTKB20 WorkStation™ Bluetooth Keyboard** brings more mobile benefits to your iPad. With a Bluetooth® wireless connection, the iBTKB20 is ideal for anyone who needs real typing capability. Perfect for travel, business or any kind of writing tasks, the iBTKB20 adds flexibility to mobility.

Pricing and Availability

Prices for the iLuv **WorkStation™ Series** range from \$49.99 to \$179.99. The **iMM737 WorkStation™ Dock** will be available at select iLuv retailers in November. Other items in the **WorkStation™ Series** will be available at select iLuv retailers in September.

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About iLuv

iLuv® Creative Technology, the premier provider of the most comprehensive line of accessories for the Apple, Samsung Galaxy and smartphone markets, rapidly delivers products for today's discriminating consumers. Since inception, iLuv has amassed a total of 16 prestigious CES Innovations awards, recognized for design and engineering in the portable, multimedia accessories, headphones and the in-vehicle accessory categories. Headquartered in New York, iLuv is a division of jWIN Electronics Corp., a leading consumer electronics company since 1997. All iLuv products are conceived, designed and developed in New York and continue to lead in quality, value, design and innovation. Learn more about our distinctive range of products and why iLuv means Innovative Lifestyle Unquestionable Value® at www.i-Luv.com.

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