



LIFEPROOF™

LET'S GO!

LifeProof Introduces First Waterproof and Shockproof Smartphone Cases Without a Screen Cover: LifeProof nüüd

- New cases are totally sealed from water, dirt and dust, yet provide full touch-screen experience with perfect clarity -

NEW YORK – CE Line Show Booth #51 – June 26, 2013 – [LifeProof](#), the award-winning maker of all-protective, everyday cases for smartphones and tablets, today announced LifeProof nüüd for Apple iPhone 5 and Samsung Galaxy SIII, the first waterproof, all-protective smartphone cases without a screen cover. The LifeProof nüüd lets users touch the actual screen while their smartphones stay totally protected from water, drops, sweat, dirt and other hazards of daily living. By providing a completely uncovered screen, the LifeProof nüüd design gives users the ultimate touch-screen experience.

The Apple iPhone 5 case, the first nüüd smartphone case offered, will be sold at Best Buy and on the LifeProof web site beginning on July 7, 2013 for \$89.99. The nüüd case for the Samsung Galaxy SIII will soon follow.

LifeProof's patent-pending Screenless Technology uses a compression lock system that forms a waterproof seal between the case and the device touchscreen – delivering complete four-proof protection while maintaining perfect clarity and touch. The first of its kind, the LifeProof nüüd case is screen-free, yet is still waterproof, with an IP68 rating for submerging 6.6 ft./2m underwater for one hour. The new case is also built to survive a 6.6 ft./2m. drop and exceeds military specifications for shock, drop and vibration protection.

“The LifeProof nüüd design is ground-breaking and offers an entirely new level in waterproof protection that has never been done before. Now smartphone users can get perfect visual clarity and touch experience on their phone, without worrying about dropping it or getting it wet,” said Gary Rayner, LifeProof founder. “The LifeProof nüüd case for iPad launched last year with a similar design has already proven that you do not need a cover on the screen to offer full protection.”

LifeProof nüüd for Samsung Galaxy SIII and iPhone 5 offer these benefits:

- First screen-free, all-protective case on the market
- Thinnest and lightest all-protective case available
- Fully submersible and completely waterproof
- Totally sealed from dirt and dust
- Complete access to all buttons, ports, functions and features
- Maximum sound output and clarity
- Anti-reflective optical glass camera lens

The LifeProof nüüd case for iPad, a CES Innovation award winner, is available now at Apple retail stores and the Apple Online Store (www.apple.com). All LifeProof products are sold at www.lifeproof.com.

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About LifeProof

LifeProof's company mantra is Freedom; LifeProof designs, manufactures and markets an entirely new category of products designed to give people more freedom from environmental constraints. Based in San Diego, LifeProof offers elegant and protective cases for Smartphones and Tablet PCs that enable full functionality and interactivity under any condition encountered in daily life. The registered brand name 'LifeProof' is inspired by the protection and fully functional convenient operation of the device in water, mud, dirt, or snow. For more information, visit www.lifeproof.com.

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