

Press Release

Mobile communication accessories

STRAX develops unique display protection film for iPhone and iPad

- This innovation prevents scratches on iPhone 4 and iPad
- Patented protection film based on motorsports technology
- "Magic Display" extends the product line of the xqisit private brand

Troisdorf, 23 Aug 2010 – STRAX makes the iPhone 4 and iPad fit for everyday life: the specialist for mobile communication accessories has developed a novel protection film for cult products from the Apple company. The patented xqisit Magic Display protection film provides optimum protection against scratches, dents, dirt and annoying fingerprints. The innovation made of several individual layers is based on motorsports technology and is available at dealers from the end of August under the xqisit umbrella brand.

"With our new product, we increase the life span of the sensitive touch screen", says Dario Kulic, Product Manager for the xqisit Cases & Fashion Department at STRAX GmbH. The film is easy to handle and is based on a novel technological approach. Similar to the visor of a formula 1 racing driver, each master film has three extremely scratchproof individual layers that can be removed when worn out. "STRAX has patented this innovation for the telecommunication sector and is consequently the only provider that has a product with these characteristics in its portfolio", adds Kulic.

As a result of the unique 3-in-1 effect, the user saves time and money as the intervals for complete replacement of the display protection increase, explains Kulic. The films always allows a perfect view of the display without

annoying scratches, dents, dirt or fingerprints. The high material thickness of 3H (degree of hardness for pencils) ensures a high level of durability and extreme resistance to scratches for the individual films. A special anti-reflection effect prevents annoying reflections.

A particular advantage is the film that is easy to apply. No technical tools such as squeegees are necessary for this. The user only has to remove the applicator sticker and can then apply the perfectly fitting film onto the display in a matter of seconds. Thanks to a special adhesive, the formation of troublesome air bubbles is ruled out. The master film can also easily be removed and glued on again without leaving residues on the screen.

The Magic Display protection film is sold exclusively under the xqisit umbrella brand and complements the product lines for the iPhone und iPad. As requested by trade partners, the new product is also available for other mobile communication devices and can be manufactured according to customer needs.

STRAX considers the xqisit private brand as a response to the increasing demand in the market for high quality mobile communication accessories at an attractive price. The brand's core philosophy is to pick up exciting trends at all times and to quickly implement them. The innovative packaging design also plays an important as it conveys high quality at the point of sale and consequently attracts the attention of the end customer. The films for the iPhone 4 and the iPad are available from the end of August at selected wholesalers, specialist shops and retailers.

Additional information at: www.strax.com

About STRAX GmbH:

STRAX is the leading specialist for mobile device accessories in Europe in terms of product breadth, customer base and geographic coverage. The company is based in Troisdorf, Germany, and covers the entire value chain of mobile device accessories from product development and purchasing to innovative logistics and packaging solutions to professional marketing support at PoS. Our entire product range and services are specifically aimed towards the key participants in the wireless industry: manufacturers, network operators, service providers, and the wholesale and retail trade. The STRAX group has locations in ten European countries and operates a centralised state-of-the-art logistics centre at its headquarters in Troisdorf on over 7,000 m². All of our logistics, sales and marketing processes are ISO 9001 certified. We also have offices in the USA, Peru, and Hong Kong. STRAX was founded in the USA and Hong Kong in 1996 and currently employs 120 people across the world.

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