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## OtterBox Sets Standard for Accessories at SXSW

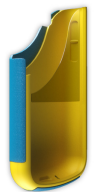
**Fort Collins, COLO.** – Every March, the world comes to Austin, Texas for a celebration of creativity and innovation in music, film and interactive during South by Southwest (SXSW). With an appreciation for revolutionary ideas and advancements technology accessory manufacturer OtterBox® will join the cause as an exhibitor at the SXSW Trade Show in Exhibit Hall 4, aisle 700 March 12-15, 2012.

OtterBox incorporates creativity and cutting-edge technology into every product to create sleek and durable cases that offer reliable protection for smartphones, tablets and eReaders. Engineers and industrial designers carefully consider all aspects of the device they design for to accommodate the ergonomics and natural use of every feature and function. Styling and texture, in combination with high-quality materials, create a premium product. With four case series offered, OtterBox products complement any lifestyle.



### DEFENDER SERIES®

The Defender Series® built the OtterBox brand with the promise of top-of-the-line protection. This is the original multi-layered case with a reputation for providing a reliable, rugged safeguard against drops, bumps, scratches and other device adversaries. A built-in screen protector, snap together polycarbonate shell and durable silicone skin make the Defender Series nearly indestructible. Most cases include a holster-style swivelling belt clip for convenient carrying.\*



### COMMUTER SERIES®

The Commuter Series® offers similar benefits that shield from disaster, yet in a slimmer form. A smooth polycarbonate outer layer offers stability during impact, a silicone mid-layer absorbs bumps and shock and a self-adhering screen protector defends from scratching the display.\*\*



### REFLEX SERIES™

Reflex Series® cases are engineered with the utmost strategic attention to detail — the user experience is enhanced and never inhibited. Compact and lightweight, this case is a meld of silicone and polycarbonate in a single layer. It pulls apart for quick and easy docking and compatibility with third-party accessories. Included is a self-adhering screen protector.\*\*



## IMPACT SERIES®

Uniquely simple yet surprisingly tough, the single-layer Impact Series® replaces fear with peace of mind for device purists and is the ideal case for casual use. It features inner coring to help dissipate impact and avoid damage from dings as well as a self-adhering screen protector for additional display defense.\*\*

**For more OtterBox information visit the booth at the SXSW Trade Show in Exhibit Hall 4, aisle 700 or go to [www.otterbox.com/sxsw](http://www.otterbox.com/sxsw).**

### **About OtterBox:**

Built upon fundamentals of hard work, innovation and perseverance, OtterBox is a leader in the production of premier protective solutions for global handheld manufacturers, wireless carriers and distributors. Incorporating creativity and cutting-edge design into every product, OtterBox creates sleek and durable cases that offer reliable device protection to complement any lifestyle. OtterBox was founded in 1998 and is headquartered in Fort Collins, Colo. In 2010 OtterBox established an EMEA headquarters in Ireland and an APAC headquarters in Hong Kong.

*For more information, visit [www.otterbox.com](http://www.otterbox.com)*

***We've Got Technology Covered.***

### **Notes:**

\*Defender Series NOT protected against water. Will provide added protection against bump, drop and shock.

\*\*Commuter Series, Reflex Series and Impact Series NOT protected against water. Will provide added protection against bump and shock.

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