



OTTERBOX MAKES CONNECTION BETWEEN AIRLINE INDUSTRY & DEVICE PROTECTION

“One drop can cost you \$500. For the mobile space, OtterBox is our choice.”

The airline industry relies heavily on precision equipment – from the smallest dash gauges to enormous turbofan engines. With the rise of mobile technologies, airlines are looking to adopt and integrate these devices to increase productivity and simplify operations. Whether in the cockpit, at the ticket counter or in the maintenance facility, going mobile is a major opportunity for airlines and premier case manufacture, OtterBox®, is prepared to protect these expensive investments.

Airline passengers are demanding technology-aided advancements to streamline their experience at airports and in the sky. At the same time, pilots and other union employees are already adopting mobile technologies in the workplace. However, without proper protection deployment presents an increased expense if devices are damaged.

One major U.S. airline is in the process of evaluating which consumer mobile device platforms will best suit its business and its tens of thousands of employees and plans to equip devices with protective OtterBox cases.

The company deployed a team in mid-2010 to assess existing and upcoming handheld technologies. As part of the evaluation of the latest and greatest devices on the market, durability surfaced as a highly desired feature, especially for the fast-paced airline industry. One fact became apparent – additional protection would be needed before devices could be issued to employees.

“One drop can cost you \$500,” pointed out the wireless network engineer leading the evaluation. “The ruggedness of OtterBox has proven itself.”

From the bustle of executive offices to the harsh environment of the maintenance stations to the evolution of in-flight entertainment, OtterBox cases are necessary to protect this company’s tech investments.

In addition to ultimate protection, the OtterBox brand provides a diverse set of solutions designed to meet the varying needs of airline employees.

“You have to be flexible in the mobile space,” the engineer said. “Having the wide range of choices and availability is really key.”

OtterBox Defender Series® cases provide crucial device protection for baggage handlers, mechanics and other airline employees working in hectic, hands-on environments. Sleek Commuter Series® and stylish Impact Series® cases guard against scratches, bumps and shocks, and have proven favorites for office employees and executives. No matter the series, OtterBox cases always offer top quality and premier protection – a fact that has not escaped this airline engineer.

“For the mobile space, OtterBox is our choice,” he said.

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.

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