

# WATERFIELD

## **WaterField Designs iPad Wallet—A Compact Travel Case for the Apple iPad & Wireless Keyboard**

*WaterField Designs announces the iPad Wallet—a complete and compact mobile office solution with scratch free pockets for the iPad and Wireless Keyboard plus space for accessories*

**San Francisco, CA, October 12, 2010**—WaterField Designs, a San Francisco manufacturer of custom laptop sleeves, bags and cases for digital gear, introduces the iPad Wallet—a lightweight, sophisticated iPad case for the iPad, the Apple Wireless Keyboard and accompanying accessories. The case allows digital professionals to carry and protect a complete mobile office in a compact, stylish case, either under the arm, in another bag or—with the optional shoulder strap—as a stand-alone bag.

"Most iPad users prefer using the Apple Wireless keyboard in conjunction with the iPad to type more easily and efficiently," explained WaterField Designs owner Gary Waterfield. "With an iPad, the Apple Wireless keyboard, an adapter, and necessities like keys and a few credit cards—all safely stowed in the WaterField Designs iPad Wallet—you have everything you need for a day's work or play protected and at your side."

More than a case, yet smaller than a messenger bag, the iPad Wallet celebrates the ultra-portability of the iPad and wireless keyboard. Scratch-free pockets, foam lining, and impact-resistant plastic inserts separate the two devices, and a soft, scratch-free internal pocket plus a stretchy outside back pocket stow cables, cell phone and other small necessities. Available in a choice of six panel colors, each iPad Wallet is flanked by eco-friendly, distressed leather trim. YKK self-locking zippers seal the deal for this rugged case. Users can opt to add D-rings and a strap to convert the innovative iPad Wallet into a svelte stand-alone bag.

The versatile iPad Wallet can also accommodate the iPad within another case, including WaterField's Ultimate or EXO SleeveCase, Smart or Slip Case, or Suede Jacket. The iPad Wallet is the sixth and newest of WaterField Designs' iPad cases, joining the five above-mentioned cases and the Muzetto, a bespoke, leather, iPad messenger-style bag.

### **Pricing & Availability**

**iPad Wallet Price:** \$79; **Colors:** Black, Copper, Pine, Green, Flame and Pearl—each with brown distressed leather trim. **Optional add-ons—D-rings:** \$5, **Simple Shoulder Strap:** \$9. **Suspension Shoulder Strap:** \$19. **Dimensions:** 11.5 x 9.3 x 1.5 inches. **Weight:** 15 oz.

Pre-order the iPad Wallet at <http://www.sfbags.com>. Shipping begins October 31, 2010.

### **About WaterField Designs**

WaterField Designs manufactures custom-fitted, high-quality cases and bags for a full-range of laptop computers, cameras, and other digital gear. All products are manufactured to exacting standards in San Francisco. More information at [www.sfbags.com/aboutus.htm](http://www.sfbags.com/aboutus.htm).

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