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MIZCO



Dealerscope

Getting There First

Mizco fuels accessories market with multiple brands.



Mizco's Albert Mizrahi

BY NANCY KLOSEK

In consumer electronics, technologies lead and accessories follow. But to succeed as an accessories supplier in 2012, you need to be more than merely a quick study on the just-released newest gizmo. It takes a combination of pro-active design, an instinct for where consumers' style sense is headed, and smart partnerships with high-profile brands. It also doesn't hurt to have had some retailing experience under your belt.

Albert Mizrahi, president and CEO of Mizco International, believes all of the above have contributed to his company's 40 percent growth over the last two years. They are also why he is bullish about doubling his company's sales by 2017.

"We understand what drives our business, and we continue to stay a little bit ahead of the market," he said. "We focus on the technologies and then create, through our R&D process, all the accessories for them."

The Travelocity collection



Mizrahi founded Mizco as a photo and video accessories wholesaler and importer in 1990—after spending 15 years running Brothers Cameras and Electronics in New York City—in a 6,000-square-foot Brooklyn warehouse. The company now owns a 100,000-square-foot warehouse in Avenel, N.J., from where it ships more than 1,000 products in multiple brands, operating as a one-stop shop for a diverse dealer base that includes national accounts, regional drugstores, CE and automotive chains, and CE specialists.

"Clearly, our market growth is a direct result of the success of our multi-brand strategy," Mizrahi



said. "We don't look at the market as a single consumer market, but as a series of potentially huge segments that can be individually matched with designs tailored to each. In effect, Mizco is many companies in one, and each of our brands can stand for one company,"

Mizco's lines target varied demographics, including Apple and Android enthusiasts, working professionals, baby boomers, road warriors, urban youth and, at times, a combination of the above. The company's iEssentials brand, for example, focuses on stands, cases and car and chargers for Apple iPhones, iPads and iPods. Its DigiPower label started out with digital camera accessories but now includes portable power needs with the JumpStart line. The Cellular Innovations line offers hundreds of SKUs, including cases, Bluetooth devices and car chargers; its new roster of professional-grade mobile phone accessories were issued under the Tough Tested label.



Ecko Unltd. line

Mizco's strategic partnership with Travelocity spawned a line of travel accessories, including "What's Your Flavor" Neoprene tablet cases. The Ecko Unltd. line, in partnership with apparel company Marc Ecko, uses designs from the clothing line for earbuds and headphones.

While fashion trends drive most of Mizco's product designs today, the company plans to implement more eco-conscious elements, such as the use of recycled materials, into future lines.

Another emphasis is on developing "omni-device" accessories, such as cases that fit many different tablets, and universal micro connectors. "Those types of products maximize the impact for the dealer," he said. "It's easier for them to sell an accessory that can be used on a variety of products."

There are also some unmet needs in the market that Mizco calls "interactive accessories." To meet those needs, the company is planning to develop another label that uses apps in concert with accessories, such as headphones that can monitor blood pressure and other vital signs via an app while the music listener is working out. Although release dates for that line have not been set, Mizco might announce it at 2013 International CES, where the company will have its largest booth to date, Mizrahi said.

"At this point, we pretty much cover the market and its requirements," he said. "But there's always a new phone or a new camera or tablet coming into the market, and our intention is to be there first with the accessory for it. We are in position for a tremendous amount of growth going forward." **DS**



FORTYUNDERFORTY

Mike A. Mizrahi, 34

Creative Director, Mizco International, Inc., Avenel, N.J.

Years in Industry: 12

@Mizco_Intl, @MikeMizz

Career History/Accom-

plishments: "I suppose you can say that I was born into the CE industry," said Mizrahi, whose father owned CE stores in the 1980s and early '90s. "He would always buy me the newest technology products, from a ColecoVision gaming console to an Epson Equity 286 computer when I was seven. I recall going to work with him and playing with all the products throughout the store and just loving everything about it." At 22, when he joined Mizco, Mizrahi spent time in sales and then shifted to product development and production. At the time, Mizco only marketed one brand and did not focus much on design. But as it grew into a multi-brand company, the need to establish better design and a sharper approach to retail buyers became clear. "The impact a strong visual presentation can make on a buyer can sometimes make all the difference," he said. So Mizrahi founded Mizco's in-house creative group, and grew it to the current 10-member team. He has cultivated the identities for Mizco's six brands, influencing packaging, collateral and advertising materials, in-store displays, and even the products themselves. He developed and brought to market the Sweet Sounds, Creature Buds and RoboBuds earbud/headphone lines, as well as the Hi Five line of iPod cases. He also implemented award-winning packaging initiatives for iEssentials, DIGIPOWER and Ecko Unltd. brands.

Awards: CES Innovations 2012 Design and Engineering Awards Honoree; 2012 American Package Design Award Winner for Ecko Unltd. Packaging; 2012 American Package Design Award Winner for Digipower Tripops Packaging

Scott Moorehead, 34

CEO, President, Moorehead Communications, The Cellular Connection, Marion, Ind.

Years in Industry: 13

@scottymohead

Higher Education: Graduate of Krannert School of



Business, Purdue University

Career History/Accomplishments: Began with the company during summers in high school, starting as a technician pulling in local area networks. During college he worked in one of its cellular retail stores and then worked in the corporate office after graduation. "I've done every job in the company, literally," Moorehead said. "Part of my training process was to spend the first eight months doing every job for a few days. My job has also allowed me to meet several famous people, one meeting of which has led us to starting a joint venture that will launch later this year."

Major Accomplishments: "Our company has been a leading exclusive partner with both Verizon Wireless and DISH Network since I've been here. We have consistently ranked at or near the top of their partner rankings every year. We've become one part of an elite group of six dealers for Verizon Wireless. That's been a great honor."

Awards: "Our company has won numerous awards while I've been part of the leadership team, including Inc.'s 500/5000 (2010 and 2011) as well as Best Companies to Work for in Indiana (2008)."

Bill Nguyen, 38

Senior Marketing Manager, IOGEAR, Foothill Ranch, Calif.

Years in Industry: 14

Higher Education: Business Management studies, Orange Coast College; Bachelor's degree in Business Management, University of Phoenix

Career History/Accomplishments: Nguyen joined Taiwanese scanning solution company Mustek as a product specialist in 1998, a time when company revenues topped \$100 million. But fierce competition quickly hammered Mustek's revenues down to \$18 million. After higher-level employees left the failing company, Nguyen accepted the job of director of sales and marketing in 2000 and began rebuilding revenues using vertical channels such as AOL, Earthlink, ShopatHome, ShopNBC and HSN. "This decision changed my life and I never regretted it," he said.

Nguyen eventually joined IOGEAR as a senior marketing manager, in charge of promoting IOGEAR's IT/CE integration with buyers, merchan-



disers and consumers. Nguyen drives strategy for all IOGEAR communications, weaving together a program that includes tradeshow, SEO, public relations, social media marketing, education and online/print advertising. The success of the resulting "Convergence through Connectivity" program helped keep IOGEAR's revenues and margins relatively steady during the recession, Nguyen said.

Proudest Achievement: The Mustek turnaround. "I was able to turn a declining \$18 million dollar company to an over \$50 million within three years."

Awards: 2012 *CustomRetailer* Young Turks of CE

Derek Pace, 35

Owner of Certified Sounds, Wailuku, Hawaii

Years in Industry: 15

Career History: After years of growth, Certified Sounds, along with so many others in the CE and mobile electronics industry,

suffered a slight slowdown. But business is busier than ever this year, said owner Derek Pace, attributing the sales increase to an uptick in car sales and consumer demand for smartphone connectivity and the installation of new car-safety solutions. A bigger factor, though, that's keeping this company ahead of its competition is a focus on customer service that lures new clients into the shop and keeps existing ones coming back for more. "We treat everyone as family and we make sure to explain everything to them. We take extra time educating them," Pace said, adding that he makes sure to offer clients a ride to wherever they need to go if their car happens to be tied up in the installation bay.

Pace also believes that constantly updating his and his crew's certifications helps them maintain a competitive edge. Being a CEA board member, he said, also allows him to "see the big" and helps him keep abreast of new technologies that make sense for his customers.

Accomplishments:

- MECP Master Installer
- MECP proctor - Supervises test taking of others interested in becoming certified.
- MECP subject matter expert, writing test questions for advanced installer test
- MERA and CEA member
- Hawaii Better Business Bureau A+ Rating
- ASE (Automotive Service Excellence) A6 Certified





▲ **IOGEAR GMP6600P**

IOGEAR's GearPower high-capacity mobile power station (Model GMP6600P; \$79.95) is a charging solution for tablets and other mobile USB and micro USB devices. Using lithium-polymer battery technology, it can charge two devices at one time using USB 2.1A and 1A power ports. The 1A port supports most cell phones and smartphones while the USB 2.1A port takes iPads and other tablet devices. A blue LED battery capacity indicator informs the user of the station's current power level.

Kensington K39527 ▶

Kensington's KeyLite iPad2 Bluetooth-enabled ultra-slim keyboard folio (\$119.99) is designed with liquid- and dust-proof keys, and features an iPad-friendly keyboard layout with several one-touch function keys. The microfiber case also doubles as a two-position stand and an automatic wake/sleep cover. It weighs 10.4 ounces and will remain charged for 68 hours in use and in standby for 45 days.



◀ **Mizco iEssentials 360 Stand**

Mizco's iEssentials 360 Stand for iPad2 (\$20.00) features a 360-degree rotating display that allows for the iPad2 to be viewed at any angle. The stand folds up for easy storage and features a black rubberized finish with an extra grip on the bottom for stability.

Sanus VMA302 ▶

The Sanus VisionMount VMA302 iPad2 mount adapter (\$34.99) can be attached to any VESA 100-x-100-compatible Sanus TV mount in the kitchen or home office. Its custom-molded design ensures a snug fit, while a release tab enables easy iPad2 removal. A Virtual Axis 3D cup-shaped faceplate allows 360 degrees of motion for both landscape and portrait viewing. The Virtual Axis 3D faceplate is compatible with the following Sanus models: MF202, MF209, MF215, MC1A and MD115.





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Jan 12, 2012

CES 2012: Marc Ecko's Spray can Bluetooth speaker

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By Mike Snider, USA TODAY

Updated 2012-01-12 7:35 PM



CAPTION By Marc Ecko Enterprises

From artist Marc Ecko comes a portable speaker that projects some attitude on your iPod or other portable or tablet music device.

The Spray Bluetooth speaker (due in March, \$159.99), which stands about 10 inches tall – the same size as a real spray paint can – has two full-range speakers inside and two bass radiators. Pairing with any Bluetooth device within 30 feet, the Spray plays for up to 10 hours.

"All the functions are on top of the nozzle, play, pause, volume up and down," says Mike Mizrahi from the Ecko Division of Mizco International, which makes the Spray. "Marc Ecko started off through graffiti and street art, so it has a very urban feel. The concept of the spray paint can was taking something he uses on a daily basis in creating his artwork and turning it into a great item."

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Gear Up SCOTT STEINBERG

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POSTED: NOVEMBER 23, 4:50 PM ET | By SCOTT STEINBERG

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Ecko UNLTD "Spray" Bluetooth speaker

Ecko UNLTD

Urban fashion label Ecko UNLTD hopes to make its entrée into the high-tech world in predictably flamboyant fashion, having announced plans for its new "Spray" Bluetooth speaker, modeled to resemble a can of spraypaint. Physically shaped like the graffiti artist's medium of choice, the mobile accessory is meant for use as a portable boombox when paired with handheld gadgets including laptops, smartphones and Apple iOS devices.

Using a Bluetooth 2.1 connection, the Spray can connect with compatible devices up to 30 feet away, with a pair of 40mm, 3W drivers hidden behind a burnished metal grille eager to bring the noise. Powered by a replaceable rechargeable lithium ion battery that purportedly delivers 10 hours of high-volume sound, the curiously-molded case also hides a built-in microphone for pairing with smartphones, enabling hands-free calling. Likelier to enjoy use during impromptu tagging sessions though is a 3.5mm input for connecting digital music players, and movable dome you can twist to skip songs or control volume levels. Similarly cute or

obnoxious, depending on one's fondness for visual gimmicks, is the inclusion of a button disguised as the speaker's nozzle, which activates play/pause and call answering functions.

Due for official unveiling at the Consumer Electronics Show (CES) in January, details on product pricing, availability and official retail ship date have yet to be revealed. Reflecting a growing trend of Bluetooth speakers which aim to make aesthetics as much a selling point as actual acoustic output, it's anyone's guess whether aerosol truly represents haute couture in 2012.

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Ecko Zip earbuds pump tunes through a functioning zipper, let you drop your fly in public

By Zach Honig  posted Sep 10th 2011 7:49PM

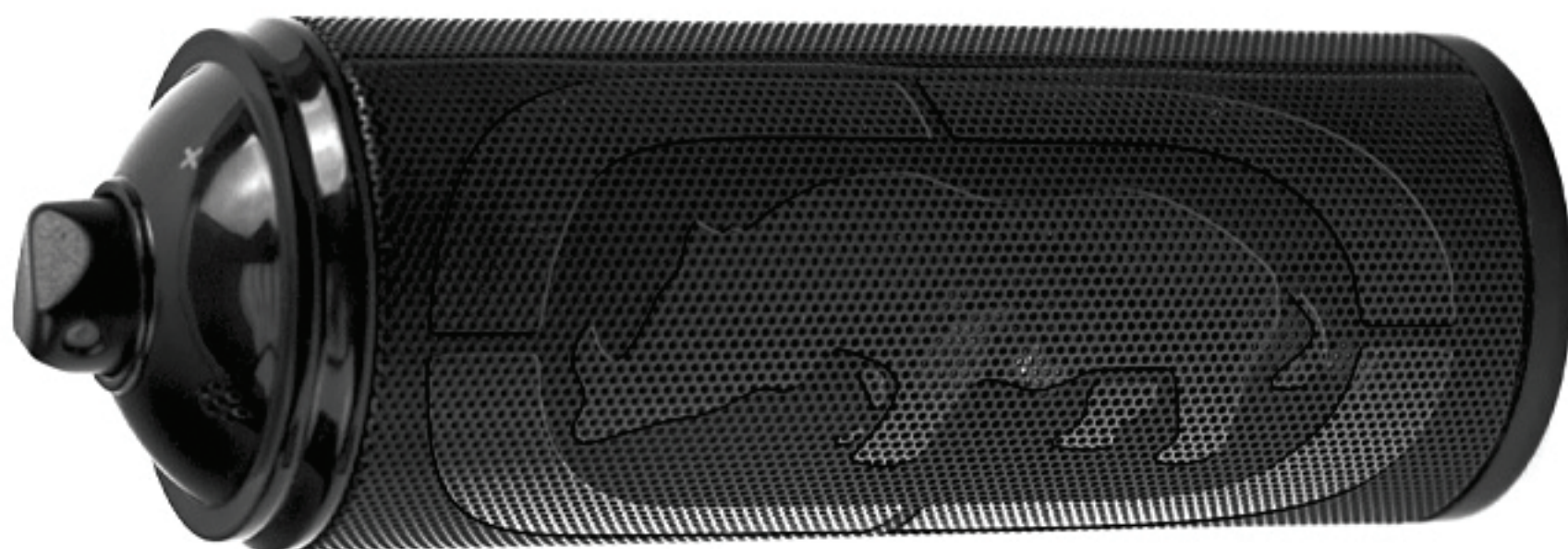
We already knew that New Jersey was a hotbed for personal audio innovation, so it certainly came as no surprise when the Garden State's [ECKOUNLTD](#) (Ecko Unlimited, with a hint of *Jersey Shore*) hit us up with a slew of new stylz. We're most curious about the new Zip 'buds, which replace the traditional cord with a functioning zipper, presumably to keep that ever-so-prevalent tangling issue from crampin' your style. These in-ear beauts will set you back just 30 beans -- or about a half-dozen servings of Ron Ron Juice. Other offerings include the \$13 Zone earbuds, \$15 Chaos II (that Chaos I was *off* the hook), the \$20 Stomp, \$25 Lace (which include a shoelace-inspired cord), and the \$40 Chain, which, as you probably guessed, features a beaded dog-tag chain cord. At those prices we wouldn't expect stellar acoustics, but if you're rockin' out to any of these budz, you're probably most concerned with lookin' good. And nothing says six-pack like zippers and chains.

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GIZZMO DOO



SPEAKERS

This Ecko Spraycan Is Filled With Speakers, Not Paint

Deciding that form is the better way to make a name for themselves in the crowded Bluetooth speaker market than function, Ecko UNLTD's new [Spray](#) speaker looks like a can of spraypaint, but that's where the novelty ends.

A Bluetooth 2.1 connection lets the speaker pair with any A2DP compatible device, while a built in microphone also provides speakerphone functionality if you're using it with a smartphone. A pair of 40mm, 3 watt drivers hidden behind a metal grill should provide a decent amount of sound, and its lithium ion rechargeable battery can be easily swapped out, extending your listening pleasure past the ten hour mark if you carry a spare.

Instead of buttons, the can's dome can be rotated to control the volume or skip tracks, and pressing the nozzle lets you play and pause your music, or answer an incoming call. There's no word on pricing or availability yet, but that should all be revealed when it's officially unveiled at CES. So if you were hoping to become the Banksy of sound with it, check back in the new year for more details. [[Griffin PR](#) via [Chip Chick](#)]

BY ANDREW LISZEWSKI

NOV 15, 2011 10:40 AM

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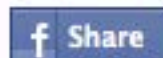
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Posted by Hiawatha Bray July 20, 2012 05:26 PM

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*DigiPower Universal ChargeCard backup battery by Mizco Corp.
\$29.99 at digipowersolutions.com*

I'm a fanatic about keeping my cellphone charged up, but some days I still come up short. No wonder I'm impressed with this slick little device-- an emergency battery small enough to fit into a wallet.

The ChargeCard comes in two flavors. One version has a built-in micro-USB cable that fits most Android smartphones, while the other has the correct cable for plugging into an Apple iPhone. For some reason, the iPhone version isn't listed on the company's website, but they sent me one of each to try out.



Operation couldn't be simpler. You power up the ChargeCard with a separate USB cable that taps into your personal computer. Once fully charged, the device is supposed to give up to two hours of talk time. You just push the clear button on the edge of the device, plug it into the phone, and start dialing.

There are plenty of backup phone batteries out there, but its unusually compact design makes the ChargeCard a particularly attractive option.

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DIGITAL GRAPHICS



CUP of COFFEE

Mizco Powers Up DigiPower Line: An Interview With Mizco President Maurice Mizrahi

DIGIPOWER

Power to the People

According to the NPD Group's Retail Tracking Service, DigiPower recently ranked No. 1 in both unit and dollar volume for digital camera batteries and chargers for all of 2009 as well as for the 12 months ending April 2010. Thus, we thought it might be a good idea to catch up with this company and find out a little more about what's making them tick these days.

Company President, Maurice Mizrahi, was gracious enough to spend some time with us and chat about the current state of the battery and charger market as well as what the future might hold in this ever-evolving category.



Maurice Mizrahi

PB&ML: Talk to us about the interesting evolution of Mizco. Give the readers a little history lesson on the company.

Mizrahi: We established the company 20 years ago and really come from photo retail tradition. We opened with lines of bags, tripods, lenses and such—that's our roots. Later on we expanded into cell phone accessories. In 1996 we were one of first to offer a full line of cell phone accessories. We then quickly got into power solutions and actually opened a factory for the manufacture of battery packs for cell phones.

We saw a need for real power solutions for consumers and developed a digital camera powerpack which became the first DigiPower product in 1999. It was an external solution that provided 150 shots. It solved a big problem back then and from that point on we realized power would always be a major need. After all, there is only so much power you can put into a AA battery.

DigiPower was actually responsible for several firsts back then with the intro of the DPS 4000 powerpack and then the 8000 soon followed.

PB&ML: If you had to sum it up quickly—the recent run of success at DigiPower in the battery and charger categories—what is separating you from the pack in a crowded field?

Mizrahi: Innovation, that's the number one thing that sets us apart, followed closely by value. A product has to have value to the consumer but

it's important that the value does not take away any of the products' unique features. We also think about price and value together in the sense of how the retailer benefits. The product has to make a margin. We keep that in mind as well and always produce products with high margin for dealers.

PB&ML: We are seeing a lot of solar power chargers come to market of late. Is this the future in this category? What else might be in store down the road?

Mizrahi: Our view is there are limitations to solar power. Currently, to charge two AA batteries might be a 24-hour charge for a small solar panel. For some of the smaller CE devices solar does work well, sometimes offering two- to three-hour charges.

Our plan is to go beyond that as we are joining the Wireless Power Consortium (see sidebar). We plan on working more closely with them as manufacturers are developing these embedded chips for mobile devices that will allow the device to charge on charging pads, a solution that we will develop, that brings everything together into one solution—making it a more convenient charging solution for consumers.

PB&ML: Lots of technology changes happening in the battery category as well. What can retailers and consumers expect next?

Mizrahi: Lithium-ion is the dominant battery now and we feel that will continue for a while.

I believe we will continue to see more product that will enhance the user experience. Our Jumpstart Slim product is a good example of this. The device weighs only two ounces and is very thin—shirt-pocket portability. The consumer is provided with this extra charge whenever they need it at a very affordable MSRP of \$29.99. Very cool looking little gadget too. I think this market will see a lot more solutions like this moving forward.

PB&ML: As two “must have” accessories what tips and tricks can you offer imaging retailers on how best to display and move batteries and chargers?

Mizrahi: Display and placement. Retailers need to display a full selection that shows that they are servicing different needs. Service the consumer properly. Set up serious displays. Signage is important too. Make it clear that you're the place for this solution. Also, these accessories should be placed close to the devices that need them. Makes a statement to the consumer that their battery and charger accessory solutions are being taken care of at your location.

PB&ML: This mobile lifestyle we are all living today has been tough for imaging retailers to firmly grasp. What can you tell them about the future of the mobile life that will help them better understand their customers' ever-evolving needs?

Mizrahi: Come out of the darkroom! Imaging retailers have to understand imaging today. It's no longer a standalone industry but is now one that has evolved to become part of the overall consumer electronics industry. The fact that consumers can now take pictures, and pretty good ones, with their mobile phones is a good thing. It is bringing more people into imaging. Photography is so easy today. Today's consumer is shopping in non-traditional stores and today's imaging retailer can't survive as a traditional photo store anymore.

Sell solutions that enhance this mobile lifestyle. All these mobile devices and accessories are bringing people back in the store again and again. That's what our product line is all about.

Wireless Power Consortium

As DigiPower President, Maurice Mizrahi, mentioned in our interview, the company plans on joining the Wireless Power Consortium. We thought bringing the imaging channel up to speed on what the WPC is all about might be a good idea.

Among the many initiatives of the WPC, the main goal is to essentially make powering portable electronic devices simpler by offering a standard way to recharge them without wires. As everyone knows, devices such as phones, music players and digital cameras all come with their own power adaptors or chargers. Each brand



or model has a different plug, often times incompatible with the others.

Currently in place are plans to replace all those plugs with flat-charging panels based on magnetic induction (i.e., just laying a device equipped for wireless recharging on the panel is sufficient to charge it).

The consortium's first goal is to create an international standard for magnetic induction chargers capable of delivering up to 5 watts of power, enough to recharge a mobile phone in the same time as a wired charger. Those plans will be followed with a standard for more power-hungry devices such as laptops, some of which have power adapters capable of delivering around 100 watts.

Among the growing list of members are Olympus, LiteOn, Panasonic, Samsung, Best Buy and Texas Instruments. For more information check out www.wirelesspowerconsortium.com.

DigiPower Spotlight Product

The DigiPower division of Mizco International (www.mizco.com) recently introduced its JumpStart Dual—the world's first portable AC adapter with built-in rechargeable battery back-up.

First, JumpStart Dual is a sleekly designed portable AC adapter that features folding plugs for easy transport. Second, JumpStart Dual is a rechargeable 1700 mAh battery back-up that will recharge over 500 times! Designed to support mobile phones, MP3 and other portable devices, JumpStart Dual comes with two USB ports for simultaneously charging two devices, built-in short circuit, over-charge, and temperature protection; a two-step LED display that shows both charge status and battery life; power on/light function, an emergency flashlight, and a 5V USB output.



TWICE

DIGIPOWER

DIGIPOWER, DIV. OF MIZCO 732-912-2000 www.digipowersolutions.com



PORTABLE BATTERY PACK/CHARGER

The new ChargeCard for smartphones and iPhones is a portable, high-capacity battery pack and charger that is the size of a credit card, enabling it to be carried in a user's wallet. Models for both smartphones and iPhone include a fold-out USB cable and on/off button, and give users two additional hours of talk time on their device.



UNIVERSAL TABLET/SMARTPHONE CHARGER

The Cross-Brand Tablet Charger features a 3-position Smart Switch to optimally charge all USB-powered tablets, smartphones, and e-readers from major manufacturers. Providing up to 2.1 amps of power, its super-compact design features a flip-up power plug and also offers over-voltage, over-current, and short-circuit protection.

POWER CATEGORIES OFFERED

- ▶ AC chargers
- ▶ DC/car chargers
- ▶ USB chargers
- ▶ Multi-device chargers
- ▶ Docking/syncing chargers
- ▶ Charging cases/bags
- ▶ Portable power/charging devices
- ▶ Primary cell batteries
- ▶ Rechargeable standard size batteries
- ▶ Solar-powered chargers
- ▶ Wire-free chargers
- ▶ Specialty batteries (e.g. hearing aid, watch)
- ▶ Device-specific rechargeable batteries
- ▶ Power inverters



"Retailers want to maximize impulse sales to today's time-pressed consumers. The more retailers merchandise a full range of charging products for every type of mobile device, complete with self-explanatory call-outs, the more guesswork they take out of the consumer's decision. Consumers need to be prompted to buy since they're not always focused on the variety of chargers available for different applications; they tend to think only in terms of the device itself. It's up to us as manufacturers and retailers to make consumers understand there is no charging device that does it all. They need a number of chargers for different applications. Educate the consumer and you will be rewarded with multiple charger sales."

– Maurice Mizrahi, President

Solar Sees The Sun In Charging Intros

By Lisa Johnston

NEW YORK – Power and charging accessories were hot categories in July, with multiple companies unveiling new products.

SunWarrior, based in Irvine, Calif., introduced the PowerSwatch, a USB charger with snap-on expansion solar panels to reduce charge time. The panels, known as PowerPlus 2, use the company's ZapSnap conductive technology to expand from 3.5 watts to 10.5 watts or more, the company said.

The rugged charger is geared toward outdoor enthusiasts. Consumers can purchase a base unit and then buy additional panels depending on the type of device they are charging.

The PowerSwatch has a \$99.99 suggested retail, and PowerPlus2 panels are another \$99.99 each.

The company is also offering an Urban/Jungle Survival Kit for \$129, which includes a PowerSwatch, rechargeable battery, cables and suction cups to secure the PowerSwatch.

Accessory Power announced it now offers solar panels that can be attached to its Solar Restore XL battery pack.

The Solar Restore XL compact solar battery pack, which was first launched last month, can charge devices via sunlight or USB. It features a solar panel with a 300 mA charging rate in direct sunlight, the company said, along with an internal 4,000 mAh battery that can fully charge in 13 hours.

Now consumer can add on additional solar back panels to speed up the charging time. A spokeswoman for the company told TWICE that consumers can add as many as they wish, and that adding just "one panel will charge the battery pack twice as fast in the sun."

A full charge allows users to charge a smartphone three times. Other features include a lithium-polymer battery pack that can store energy for weeks, a built-in dual-mode LED flashlight, two suction mounts, a carabiner and a USB charging cable.

The Solar Restore XL has a \$79.99 suggested retail, while the add-on panels have a \$29.99 suggested retail each.

Finally, **Mizco International** unveiled a non-solar product, the ChargeCard portable battery pack under its Digipower brand. The ChargeCard, said to be the size of a credit card, is capable of providing 25 percent more battery power to the device.

It comes in MicroUSB and Apple versions, each with a fold-out USB cable. Other features include a single on/off button, a leather-like finish, and a choice of red, white or black.

The MicroUSB version has a 680 mAh power pack, while the iPhone-compatible version has a 720 mAh power pack. Both are said to provide an extra two hours of talk time.



Mizco's ChargeCard

“Our expansion into the headphone market is a natural evolution where we’ll maintain our focus on delivering quality products that fit the needs of a diverse consumer base. Our offerings reflect this with products that incorporate fitness, fashion, functionality and fun as integral parts of their makeup.”

EVAN STEIN, DIRECTOR OF MARKETING, iHOME AUDIO



➔ Ecko Unltd. Exhibit Series

The Ecko Unltd. Exhibit Series line of art-infused over-the-ear headphones represents the best of what can happen when art, commerce and Marc Ecko collide. Available in five colors (green, blue, red, gray and Graffiti White), the headphones have a speaker diameter of 40mm, frequency range of 20-20kHz and a cable length of 1.2m. www.shopekco.com



➔ Marley Destiny TTR Headphones

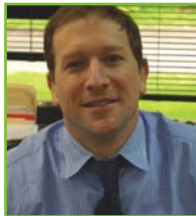
The highly-acclaimed Marley Destiny TTR over-ear noise-isolating headphones fuse precise and realistic sound with style. Made from earth-friendly materials including stainless steel, recyclable aluminum and real leather, the Destiny TTR headphones are as robust as they are beautiful. They represent the premier headphone from the House of Marley (MSRP \$299.99). www.HouseOfMarley.com

Spider PowerForce Headphone ➔

This Spider headphone is aimed squarely at lovers of pop, rock and hip hop. Retailing at \$129.99, it competes well with others in the category while offering a more detailed, audiophile-type presentation. Both men’s and women’s versions come with two cords and a carrying bag. www.spidercable.com



//EAR BUD//SPORT FIT HEADPHONES//



“Bright hues and neon colors are dominating the landscape in the footwear and apparel markets. As the headphone space continues to expand into an extension of one’s unique style and aesthetic, these popular trends are certainly carrying over into new headphone and audio products. We are embracing these trends and integrating them into our line of headphones and earbuds to complement the functions of our products in an effort to satisfy the consumer’s desire for unique products that reflect their fashion sensibilities.”

STEVE KOPS, EXECUTIVE VP, SALES, MIZCO’S ECKO DIVISION



◀ Coby Attitudz Ear Buds

Coby's spunky new Attitudz earphones with in-ear isolation design match consumers' changing "attitudes" with fun colors that reflect a range of personalities. Eight bold styles come complete with a matching color cord and include: Flirty (pink), Diva (red), Envy (green), Moody (blue), Stormy (black), Charming (orange), Mysterious (purple) and Daring (silver). www.cobyusa.com



◀ Ecko Unltd. Blue Chain Ear Buds

The innovative design of the Ecko Unltd. Chain Ear Buds features a beaded dog-tag chain chord. The beaded encasing protects wiring from ripping and damaging which often occurs with a standard soft-plastic coating. An attractive feature is the inline microphone and volume control compatible with iPods, iPhones and Android smartphones. www.imce.com



Paradigm E2m In-Ear Headphones ▶

Critically tuned to Paradigm's reference series loudspeakers, the audiologist-approved E2m headphones deliver deep high-definition bass performance. Overall design includes a built-in microphone, smartphone functionality, quality 8mm super neodymium drivers and two-piece sealed construction. www.paradigm.com



"With sales exploding globally, headphones have reached the status of a personal fashion accessory. Most of this growth can be attributed to the recent influx of celebrity-endorsed products, many costing well in excess of \$100 per unit. At such prices, it is important retailers give consumers the opportunity to fully experience the design and features of these headphones by openly displaying them in stores. InVue security solutions are designed to put merchandise in customers' hands while giving retailers the confidence that their products are well protected. Openly display and power up your headphones to receive the best possible advantage to increase sales."

JIM SANKEY, PRESIDENT AND CEO, INVUE SECURITY PRODUCTS

Mizco Brings Marc Ecko Line To Market

By John Laposky

NEW YORK – Mizco International has inked an exclusive licensing agreement with Mark Ecko Enterprises for a line of mobile accessories products.

The first wave of products under the Ecko brand will include headphones and earbuds, iPhone and iPad cases, as well as power products for handheld devices and cameras, all incorporating custom design accents created by Ecko.

The first SKUs began limited shipping last week to dealers, according to Maurice Mizrahi, president of Mizco's Digipower division, with a formal product launch planned at International CES.

Ecko is best known for his *Ecko Unltd and Rhinoc clothing brands, and in recent years has expanded his fashion empire to footwear, watches and even video games and magazine publishing. He is also currently developing a home and lifestyle product line.

His roots are as a graffiti artist and painter, and the designs are based on some of his paintings, which line the walls of his spacious Manhattan office space. There Ecko told TWICE that Mizco appealed to him for his "reputation and experience in bringing credible products to market," and "their willingness to pledge to evolve the products, to come in and build it with the proper runway and make sure it's done the right way. This is not a one-and-done, we're in this for the long haul. We want to expand the brand."

He said the time was right to try his fashion brand in CE accessories. "It's a space that has become democratized. Apple did an amazing job to kind of bust open the style equation for accessories around mobile devices. It's evolved quickly. It creates a lot of areas for us to design accessories to electronics."

Mizrahi added, "We are thrilled to be able to bring to market the industry's first line of Ecko inspired and branded products. The combination of Marc's global brand power and Mizco's retail marketing power promises to bring this amazing line of products to consumers



Mizco's Maurice Mizrahi and Mark Ecko display some of the first SKUs of Mizco's line of Ecko-branded accessories.

in every part of the world. "

The Ecko line will range in retail price points from \$19.99 to \$99, the sweet spot for Ecko's brand demographics, which skew to the young and urban.

Mizco owns and manages a number of other accessories brands, including iEssentials, Digipower, Cellular Innovations and Travelocity, and they are an approved Apple partner.

Current Marc Ecko Enterprise brands include: *Ecko Unltd., Marc Ecko Cut & Sew, Eckored, Avirex, GUnit, Zoo York, Complex Magazine, Complex.com and Marc Ecko Entertainment, a video game and multimedia division.



Editor's Choice

By John Laposky

Marc Ecko's presence should add some character to the accessories market, because the man is a character. Google his name and he shows up, Zelig-like, everywhere: talking hip-hop with Run DMC, shooting a documentary with Lindsey Lohan, buying Barry Bonds' record home run ball and stamping it with an asterisk. He truly went viral back in 2006 when a fuzzy video circulated on the web of him (allegedly) tagging Air Force One with graffiti. It turned out to be a hoax, but it also proved to be a template for the burgeoning business of gorilla marketing on the Internet. Go to www.twice.com/nov8 to see the original video. And watch for an exclusive interview with Ecko in an upcoming issue of TWICE.

SteelSeries Adds Online Ordering With Local 7-Eleven Store Payment

By John Laposky

CHICAGO – Gaming accessories supplier SteelSeries has inked a deal with PayNearMe, which will allow gamers to order merchandise online and pay for them in cash at the closest 7-Eleven store.

With PayNearMe, a consumer places a product order online at SteelSeries' web shop, chooses PayNearMe as the payment option, enters his ZIP code and then chooses the



PayNearMe payments are accepted at more than 6,000 7-Eleven locations across the country.

closest participating 7-Eleven location. The customer is then given directions on what to print and where to pay. After the customer makes the payment at 7-Eleven, SteelSeries is notified of the payment in real time, and the customers' order is immediately processed and shipped.

"With PayNearMe we can expand our business to serve our customers who rely primarily on cash for their purchases," said Bruce Hawver, CEO, SteelSeries. "We're now able to give consumers a simple and secure way to purchase gaming peripherals and accessories with cash through the convenience of ordering online and paying for them at a local 7-Eleven store."

"Gamers who prefer to pay with cash now have a convenient cash payment option," said Danny Shader, CEO, PayNearMe. "PayNearMe empowers SteelSeries' customers to take advantage of the benefits of ecommerce without requiring them to use a credit or debit card."

PayNearMe payments are accepted at more than 6,000 7-Eleven locations across the country.

Logitech Adds Solar Keyboard

By John Laposky

FREMONT, CALIF. – Logitech unveiled a solar-powered keyboard that can be powered by indoor light.

The wireless solar keyboard K750, the company's first light-powered keyboard, has an integrated solar panel and lighted power indicator.

An included solar power app, available for download beginning Nov. 15 on Logitech's website, features a lux meter to measure illumination levels for proper charging and offers at-a-glance information about battery levels and power, complete with power alerts. Logitech said a fully charged keyboard will work for up to three months in total darkness.

The keyboard boasts a 1/3-inch-thick profile with rounded edges, and Logitech's Incurve keys, which are concave to support the shape of a user's fingertips.

"The keyboard is still the best input device for typing emails and IMs, updating your Facebook page or posting responses to your favorite blogs – and the Logitech wireless solar keyboard K750 is the next big innovation in keyboard technology,"



The K750 is Logitech's first solar-powered keyboard.

said Denis Pavillard, product marketing VP for Logitech's keyboards and desktops. "Plus, with its PVC-free construction and fully recyclable packaging, it's designed to minimize its footprint."

The K750 ships with Logitech's 2.4GHz wireless Unifying receiver that offers 128-bit AES encryption.

The keyboard is expected to be available in the U.S. and Europe this month for a suggested retail of \$79.99.

Conspin Debuts Android-Based Universal Remote

By John Laposky

LAS VEGAS – Conspin unveiled a unique universal remote control, the Andi-One smart touch URC, which merges the functionality of a tablet PC with a universal remote control.

Running the Android 2.1 operating system, the Andi-One allows users to control up to 50 devices via RF, IR and Wi-Fi, via a 3.5-inch, 320 by 480 scratch-proof touchscreen that also runs Android apps.

The included cradle acts as a battery recharger and a 2-watt dual-speaker stereo system for the Andi-One, as well as for an iPod, iPhone or iPad.

Using the My Activity starter screen, a user can auto-discover, register and store virtually any component on the Andi-One's 2GB internal memory. Once set-up is complete, the Andi-One can: group devices by room; switch between devices, powering them off and on together or individually; and control TV channel selection, volume and picture functions

The most frequently used keys are available in both physical and virtual form for immediate access.

The remote allows downloads from a service provider of Java-based EPGs to search for movies and programs and can



Conspin's Andi-One in its cradle

send emails and browse the Internet.

Optional features allow for the Andi-One to work as a VoIP phone with built-in echo canceller and noise suppressor, and once the Andi-One is in its cradle it can display time and weather, news and stock quotes, for instance, when connected to a Wi-Fi network.

The Andi-One can also serve as a wireless mouse and virtual keyboard to navigate Netflix and other video streaming services viewed on a PC, set-top box or connected TV.

It runs more than 100,000 available Android applications.

The Conspin Andi-One URC is immediately available through distribution from Tech Data and D&H Distributing with a suggested retail of \$349.99.

Conspin also debuted last week its Smart Qwerty CRU 200TQ, a hybrid dual-sided universal remote control that controls both traditional consumer media, as well as web-connected Smart TV devices that require onscreen keyboard entering to perform such tasks as searching for movies and programs, browsing the Internet, writing emails, downloading apps, or posting on Facebook and Twitter.

The Smart Qwerty CRU-200TQ will retail for \$ 129.99.

Zagg Inks License Agreement With Logitech

By Lisa Johnston

SALT LAKE CITY – Zagg announced it has signed a license and distribution agreement with Logitech for the Zaggmate case with keyboard.

"This new relationship with Logitech allows us to dramatically expand our global market presence and scale manufacturing capabilities to meet future demand, while continuing to provide creative and superior solutions for consumers of mobile devices," said Robert G. Pedersen II, president and CEO of Zagg. "Working together, our companies combine strong brand awareness and intelligent product design with manufacturing and logistics expertise, and worldwide distribution under the umbrella of the globally recognized Logitech name."

Under the terms of the agreement, Logitech will manufacture and distribute the Zaggmate case with keyboard, an iPad case with a Bluetooth keyboard, to their worldwide distribution channels under the name Logitech Keyboard Case. Zagg will retain the right to sell the Zaggmate for both first- and second-generation iPad products on its website, the company said.

According to Zagg, this will enable the company to provide more products to the global market since keyboard configurations vary by country. The agreement provides rights to manufacture and sell the products.

The Logitech Keyboard Case will be available this month for \$99.99. It is constructed of aircraft-grade aluminum and has a flexible, folding hinge.

Mizco Unveils Platform-Specific Chargers For Smartphones

AVENEL, N.J. – Mizco International's Digipower division introduced a new generation of platform-specific charging devices for iPhone, Android and BlackBerry smartphones.

Maurice Mizrahi, president of Digipower, said the products are the first of their kind to address the specific power requirements of each major smartphone platform.

"Until today, virtually every universal charging device was designed to perform optimally for one smartphone platform and that's the iPhone," Mizrahi said in a release. "These devices will charge Android and Blackberry phones but not optimally. In fact, the new Digipower portable chargers we are introducing today will charge Android and BlackBerry smartphones faster than conventional universal chargers -- and that's a fact."

The line includes a home and car kit (\$29.99), a home charger (\$24.99), a car charger (\$19.99), and a combination Power & Sound kit that comes with a set of ear buds (\$39.99). The chargers are offered in black with green for the Android platform, black with white for the BlackBerry platform, and black with silver for the iPhone platform. All four models are currently available.



Digipower's Android home and car chargers

WHEN SELLING THIS >> SELL THESE TOO

CELLPHONE ACCESSORY GUIDE

Sales of smartphones are expected to be over 450 units worldwide, according to research firm IDC. Android, Blackberry and the Apple platforms will dominate in 2011. Accessories go hand-in-hand with every purchase.

CASES	FACEPLATES
FLASH MEMORY	STYLI
BATTERIES	CABLES
BLUETOOTH HEADSETS	WI-FI CARDS
HANDS-FREE HEADSETS	WIRELESS KEYBOARDS
CAR CHARGERS	SCREEN PROTECTORS
HOME CHARGERS	WARRANTIES AND EXTENDED SERVICE PLANS
TRAVEL CHARGERS	
CAR MOUNTS	



Plantronics Savor M1100 Bluetooth Headset

The Plantronics Savor M1100 Bluetooth (\$99.95) combines three-mic audio performance and a new online voice service, Plantronics Vocalyst, to deliver quality audio experiences for conversations, text-to-speech, audio streaming and more. Vocalyst is a cloud-based voice service integrated with the headset that enhances the user experience with convenient features and capabilities. By pressing Savor's dedicated voice button and speaking commands, users may send and listen to emails and text-to-speech messages, record and listen to reminders, post messages to Twitter and listen to their streams and listen to the latest news, finance, sports and weather reports. The Plantronics Vocalyst service is free for a full year (a \$24.99 value) for Savor customers.

www.plantronics.com



iSound Portable Power Max USB Charging Device

The Portable Power Max from iSound is a rechargeable 16,000 milliamp backup battery that charges up to five USB-powered devices simultaneously. With up to 480 hours of power, it provides a huge backup capacity for your smartphone and most other USB-charged devices. Weighing 14 ounces, it travels easily in a purse, briefcase or glove compartment. It includes a mini/micro USB cable, AC adapter, LED battery meter, flashlight and travel bag. www.isound.net



Cellular Innovations Tough Tested Rugged Mobile Phone Cases

Cellular Innovations will be introducing an expanded Tough Tested Line of Mobile Accessories in May. The rugged and durable padded canvas cases, available for \$14.99, feature multiple options for securing smartphones with a Velcro-secured flap and snap buckle closure. In Black, Camouflage or Khaki, the cases feature a steel belt buckle, complete with karabiner clip for securing cases to belts. www.mizco.com

DESKTOP & NOTEBOOK COMPUTERS

The SwissGear Pegasus Notebook Backpack

This backpack fits most 17-inch notebooks. It contains a SwissGuard computer pocket to protect your notebook and a number of comfort features including air-flow back padding, shock-absorbing shoulder straps, quick pocket and case-base stabilizer platform. www.imce.com



DigiPower 4-Port USB Travel Charger

The DigiPower 4-Port USB Travel Charger can power and charge up to four devices simultaneously. Each port can provide a charge based on the need of the device plugged into the port. Available for \$29.99, the 4-Port USB Travel Charger is designed for the needs of connected travelers.

www.mizco.com



Maxell's Touch Scroll Mouse

This 2.4GHz Wireless Optical Mouse offers consumers the latest in technology with a buttonless touch scrolling design. The Maxell Touch Scroll Mouse features a flat, slim and portable design in four colors: blue, black, white and raspberry. This ambidextrous mouse is compatible with both PC and Mac operating systems and includes a USB nano receiver that is so small it can be left in your notebook with no interference.

www.maxell.com

Mizco Int'l Expands Ecko Headphones Line

By Lisa Johnston

AVENEL, N.J. – Marc Ecko and partner Mizco International announced they are expanding their headphones offering with the introduction of six ear buds in the Ecko Unltd. line.

Ecko and Mizco first teamed up together late last year, and have introduced a variety of CE products, including iPhone and iPad cases and charging products. The new ear buds will ship next month under an exclusive licensing agreement with Mizco's Digipower division, the company said.

Six models were announced:

The Zone (\$12.99) ear buds have Ecko's trademark Rhino logo on the earpieces and come in red, green, pink, yellow, blue and white. Three ear pieces are included.

The Chaos II (\$14.99) also have the Rhino design and come in pink, purple, blue, red and black. These feature an in-line mic and controls for the Apple devices.

Also sporting the Rhino are the Stomp ear buds (\$19.99), which comes with an in-line mic and controls for use with Apple devices and Android smartphones, as well as a travel bag. Six colors are offered.

The Lace ear buds (\$24.99) feature a nylon, shoelace-

style cord with an in-line mic and controls for use with Apple devices. They come in six colors with a travel bag: white, red, blue, black, pink and purple.

Finally, the Chain (\$39.99) and Zip (\$29.99) models are designed to "merge Ecko's reputation for street-conscious fashion with utilitarian function," Mizco said. The Chain ear



From left to right: Stomp, Lace, Chain, Zone and Chaos II

buds have a beaded, dog-tag chain cord design and come in four colors, while the Zip have a zipper cord and come in six colors. Both have in-line mics and volume controls that are compatible with Apple and Android devices.

All of the ear buds have 10mm drivers and silicone ear tips. All but the Chaos II have frequency ranges of 20Hz to 20,000Hz. The Chaos II's frequency range is 10Hz to 22,000Hz. The Chain, Zip, Lace and Stomp have impedances of 32 ohms; the Zone is 16 ohms and the Chaos II is 18 ohms.

Mizco and Ecko hinted in a release that a major product lineup will be announced at the 2012 International CES.

50 Cent's SMS Audio Acquires KoNoAudio

By Lisa Johnston

NEW YORK – More news has emerged from the ever-popular musician-meets-headphones category.

SMS Audio, which has rapper 50 Cent as its CEO, announced it has acquired the assets of headphones designer KoNoAudio. KoNoAudio founder Brian Nohe will become president of SMS Audio.

A line of wired and wireless headphones and audio accessories are slated to be introduced in the fall from SMS Audio. Features will include on-board controls and the ability for four users to listen to the same wireless audio from a single source.

In a statement, 50 Cent (Curtis Jackson) said, "I'm eager for my fans to hear my music the way it was intended – the way it was mastered in the studio. The acquisition of KonoAudio will enhance our ability to bring the absolute, highest-caliber audio products to the market."

50 Cent was made part owner of Sleek Audio during International CES in January, but the partnership between Sleek and his G-Unit Brands licensing company was terminated in the spring before any products came to market.

CEDIA Briefs

Accell Showing UltraCat HD Extenders

INDIANAPOLIS – Accell will showcase its UltraCat HD Extenders at CEDIA Expo.

Accell's UltraCat HD, a transmitter and receiver set featuring HDBaseT technology, can deliver uncompressed FullHD digital video, audio, 100BaseT Ethernet, RS232 and IR control signals over a single CAT-5e cable. The extenders are created to support HD video applications, supporting all resolutions and video formats, including 1080p, 4K and 3D.

The UltraCat HD Extenders support cable runs of up to 328 feet and feature a data-transfer rate of up to 10.2Gbps. They are the HDCP compliant and compatible with the most recent HDMI High Speed spec. The extenders support CEC functionality and provide an Ethernet 10/100BaseTx passthrough, which is ideal for use with IP-enabled TVs and components, the company said.

The UltraCat HD Extender featuring HDBaseT technology is available now with a suggested retail of \$499. Accell is in booth 3204.

The company will also have on display its UltraAV 5x1 HDMI switch as well as its AVGrip Pro Locking high-speed HDMI cable line.

Atlona Offering Range Of A/V Setup Devices

INDIANAPOLIS – Atlona's Professional division will display a range of solutions allowing integrators to create scalable, customizable solutions for customers in residential and commercial A/V applications.

New products on display at CEDIA Expo include the company's AT-DVI4-100SR and AT-HD4-V110SR DVI and HDMI HDBaseT extender kits. The units extend DVI and HDMI transmissions up to 350 feet with resolutions up to 4Kx2K over a single CAT-5/-6/-7 cable, while providing bidirectional RS-232, IR and Ethernet pass-through.

Atlona will also show its AT-PRO-2HD88M-SR and AT-PRO2HD1616M-SR HDBaseT 8x8 and 16x16 High-Speed HDMI Matrix Switchers. The high-speed switchers feature eight or 16 HDMI 1.4 inputs and eight or 16 independently switchable twisted pair outputs to feed eight or 16 separate receiver modules (included).

The units have the ability to equalize, amplify and relock the signal to ensure HDMI-accurate signal transmission through long cables without quality loss. Featuring HDBaseT technology, the switchers extend HDMI sources up to 330 feet at 4Kx2K resolution over a single CAT-5/-6/-7 cable, in addition to providing analog two-channel stereo, bidirectional RS-232, and zone-specific bidirectional IR passthrough

up to 60 KHz.

Both the Extender kits and the HDMI switchers support Deep Color, HDCP and full 3D, while preserving 7.1-channel digital audio, including DTS-HD and Dolby TrueHD.

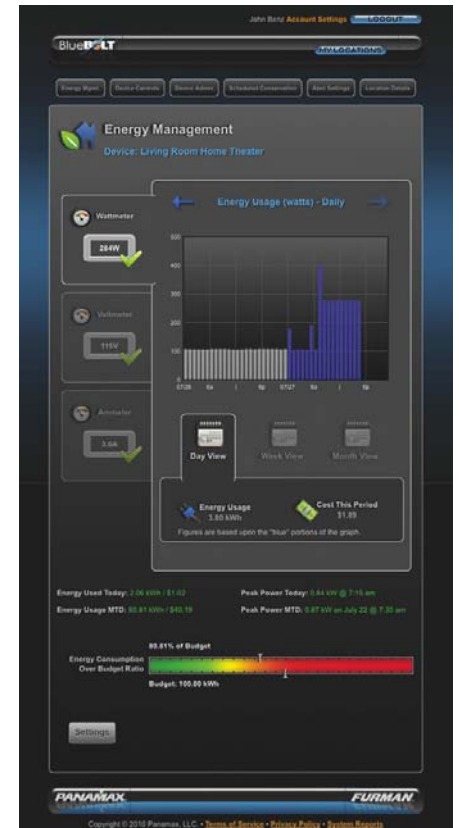
Panamax/Furman Demos Power Products

INDIANAPOLIS – Panamax/Furman will have on display a series of kiosks highlighting the company's line of power-management systems and solutions.

Inside booth 1321 attendees will find a kiosk devoted to a hands-on demo station for the company's BlueBolt remote power- and energy-management platform.

By combining Cloud-based control with Panamax/Furman power-management hardware, BlueBolt integrators can remotely reboot problem components to address customer issues immediately from their smartphone, tablet or computer, the company said.

With a wide variety of power and energy alerts, integrators can be proactive on service issues with email notifications when power anomalies occur, and set up budget alerts for tracking system energy usage. Integrators can learn how to use advanced features such as setting up auto-reboot to automatically restart network equipment when an Internet connection is lost, as well as how to integrate power into control and auto-



The BlueBolt energy-management interface

mation systems for maximum functionality, the company said.

Other kiosks will demo BlueBolt energy-management hardware, the company's power-management audio-performance systems and the company's in-wall power-management solutions.

DigiPower's Universal Charging Dock

Perfect for charging all iDevices, DigiPower's Universal Charging Dock (\$29.99) features an attached four-foot cable for connecting to a wall charger for charging or to a computer for charging/syncing. The integrated blue LED on the base of the stand indicates power status, and the wide base provides extra stability for use with an iPad or when surfing the web, photo viewing or checking e-mails.



DigiPower Home and Car Power Kit

The DigiPower Home and Car Power Kit (\$39.99) incorporates a high level of built-in electronic safety features to protect valuable equipment from over-voltage or short-circuit conditions. They also feature rapid charging capability and an extra-long two-meter cable. Its slim design, high-gloss black finish and metallic trim complement the design of all iDevices.



WHO WE ARE

The DigiPower and iEssentials Divisions of Mizco International directly address the primary needs of iDevice users—Power and Personalization. According to Maurice Mizrahi, DigiPower President, Apple's iDevices—in all of their forms—have become centerpieces in the lifestyles of today's consumers. This has created an enormous market demand for portable power products that can keep these devices running at full capacity, for longer periods of time. "iPhones, iPods and iPads are in a class of their own, and we have designed a complete line of auxiliary battery packs and cases that completely complement and extend the performance capabilities of the devices themselves."

Once consumers have the power to ensure their devices keep running for as long as they are needed, their concerns turn to personalizing these devices to meet their distinct style aesthetics—and that's where Mizco's iEssentials division comes in. Sam Mizrahi, Mizco Executive Vice President emphasizes, "The days of plain white or black earbuds, cases or skins are over. Consumers want to personalize their devices with cases and covers that reflect their individual tastes. Retailers need to embrace this movement by offering products that meet the performance and style expectations of their consumers."

Mizco takes seriously the challenge of designing, engineering and manufacturing the next generation of power products and fashionable accessories for all iDevices that continue to set new standards. www.mizco.com



iEssentials iPad Shell Case

The new iEssentials iPad Shell Case features a rotating stand to allow for multiple viewing positions. Its durable clip adjusts for each user's desired view and allows the iPad to be mounted on a wall. The case is available in the colors smoke, blue, clear and pink to meet the tastes of all consumers.

O CAR by Oxygen Audio

The O CAR by Oxygen Audio is the first car stereo specifically designed and manufactured for full-integration with the iPhone. It lets users control all car stereo functions—as well as music library browsing—using the touch screen of the iPhone. www.aampofamerica.com



Haier 20-inch Soundbar

Haier's soundbars boost your TV's audio performance and enhance the home theater experience. You can charge and play iPod, iPhone and iPad plus view content on your TV with the component video output. The Haier Audio App provides FM tuner, Internet radio and weather forecasts as well as alarm clock functionality. Available in 20- and 32-inch sizes to pair with smaller TVs. <http://haieramerica.com>



Sony MDR-XB22iP Extra Bass Earbuds for iPod/iPhone/iPad

Crank the bass and take your music to the streets. Bringing big bass to the iPod compatibility market, these Extra Bass earbuds accurately reproduce powerful and dynamic deep bass sound. A full function in-line remote provides total control with volume, track and call controls. Coming this fall [\$59.99]. www.sony.com/headphones



iLuv ArtStation Pro Speaker System

Winner of a 2011 CES Innovations Award, the ArtStation Pro (iMM514, \$169 MSRP) transforms the iPad into a home entertainment center, enabling users to easily and comfortably enjoy music, movies and TV shows. Ideal for parties, family gatherings or simply for personal enjoyment, the ArtStation Pro will easily become a user's main music system. www.i-luv.com



DigiPower Boost Elite iPhone Case

The DigiPower Boost Elite seamlessly combines the protection and grip benefits of a silicone "skin" case with a high-capacity rechargeable backup battery. Available in a variety of colors, the Boost Elite provides up to 11 hours of additional talk time, 8 hours of video playback or 8 hours of Wi-Fi time. www.mizco.com



Scosche clipSYNC Cable

The clipSYNC features a full-sized USB charge and sync cable with a built-in, spring-loaded carabiner. Available in iPod/iPhone and Micro and Mini USB models, the durable clipSYNC provides consumers a convenient mobile sync-and-charge solution while on the go. www.scosche.com

*HOT PRODUCT SHOWCASE



Sony RDP-X500iP Ultra-Premium Speaker Dock

Robust, crisp room-filling sound from a beautiful package. A built-in subwoofer and S-MASTER digital amplification work in concert for an unbelievable audio experience. The modern design includes a retracting dock and adds to the powerful sound performance. Available this fall (\$299.95). www.sony.com/docks



iEssentials Leather Folio for iPad

The iEssentials Leather Folio is designed for the consumer looking for a more traditional and upscale way to cover and protect their iPad. Available in black, blue, brown and pink, the Leather Folio features a folding front flap for vertical and horizontal viewing angles, a soft microfiber interior, holes for a head-phone jack, dock connector port, on/off and volume controls. A magnetic front flap ensures the iPad stays secure when the cover is closed. www.mizco.com



AmpliTube iRig Guitar Amp/Effects System

The AmpliTube iRig is the ultimate mobile guitar amp and effects rig system for iPhone, iPad and iPod touch. Jam anywhere with world-class guitar and bass tone right in the palm of your hand. www.ikmultimedia.com or contact info@navarre.com



Withings Wi-Fi Body Scale

The Withings Wi-Fi Body Scale is a high-tech, elegant device that measures weight, fat mass and lean mass. Using the free Withings App, you can keep track of your health indicators, stay motivated and achieve your fitness goals faster and more smoothly. It works with iPhone, iPad as well as Android smartphones and computers. Visit www.withings.com or contact info@navarre.com



SOUL SL300 Over-Ear Noise-Canceling Headphones

The SL300 offers superior noise-cancellation technology combined with sleek style and professional sound. The comfortable over-ear design seals in sound and blocks out ambient noise for a truly private listening experience. The premium gold or black/white color combinations add stylish and unique flair (\$299, available now). www.soulelectronics.com

iHome, Disney Team For Audio Accessories Line

By John Laposky

RAHWAY, N.J. – iHome unveiled a line of Disney-licensed audio accessories products featuring Kermit the Frog, Minnie Mouse, Phineas and Ferb, and Jack Skellington from “The Nightmare Before Christmas.”

The new iHome lineup includes noise-isolating earphones, over-the-ear headphones, portable speaker systems and iPod docking alarm clock speaker systems. Additional products are planned for 2012, the company said.

The noise-isolating headphone models feature detachable passive ear cushions in a variety of sizes, enhanced bass response, inline volume control and a travel pouch. They retail for \$14.99.

The over-the-ear headphones feature padded ear cushions, a padded adjustable headband and in-line volume control. They retail for \$24.99.

The portable speaker system connects to any portable audio device with a 3.5mm headphone jack through a hard-wired line-in cable. Volume is controlled by the player. It retails for \$19.99. A second SKU, housed in a water-resistant casing with a zipper closure, retails for \$39.99.

The iPod-docking alarm clock speaker system is certified Made For iPod and features gradual wake and gradual sleep functions, two independent alarms that allow wake to music or buzzer, an aux-in



iHome's Disney line includes earphone, headphones, portable speaker systems and iPod docking alarm clocks featuring Kermit the Frog, Minnie Mouse, Phineas and Ferb, and Jack Skellington from “The Nightmare Before Christmas.”

jack and a backlit LCD display with adjustable dimmer. It also works with any player with a 3.5mm headphone jack and retails for \$49.99.

“We are excited to collaborate with Disney on a great new line of audio products for under \$50,” Evan Stein, iHome's marketing director, said. “From Kermit the Frog earphones to a classic Minnie Mouse dual alarm clock speaker system, Disney fans will love waking up and listening to music with some of their



favorite characters.”

The new iHome line featuring Disney characters can be purchased select Toys ‘R’ Us, Bed Bath & Beyond and Barnes & Noble stores, among other chains. For detailed product information, please visit www.ihomeaudio.com/disney.

Concord Debuts Battery Pack

SUNRISE, FLA. – Concord Keystone Trading has introduced the Keystone Eco Booster portable battery pack for MicroUSB smartphones in the U.S.

The portable Keystone Eco Booster charges and extends the battery power for smartphones and is the newest addition to the line of proven power performers from Concord Keystone, including AmigoCase, Solar/USB Power Pak and other charging units and accessories, the company said.

The Keystone Eco Booster has a built-in retractable MicroUSB charging cable so no additional accessory is needed. The Booster has an adhesive gel pad hidden beneath a removable protective cover. After removing the protective cover, the Booster can be attached neatly to the back of the smart phone without slippage. The protective cover for the adhesive gel pad can be relocated to the back of the Booster to be used as a horizontal or vertical viewing stand, Concord said.

The Keystone Eco Booster portable offers up to double the battery life for most MicroUSB smartphones and is fitted with a battery-check button and LED status indicator to show the charge level of the Booster. The suggested retail is \$49.99.

Mizco Launches iEssentials RoboBuds

By Lisa Johnston

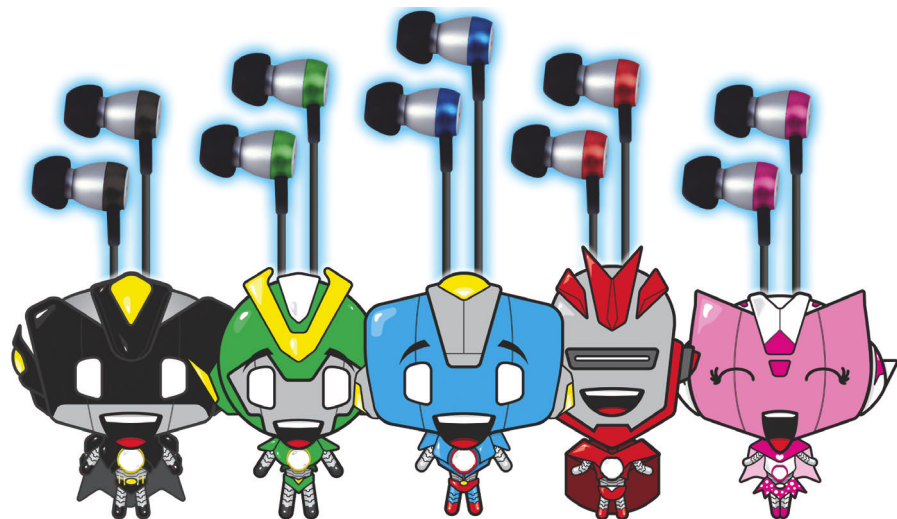
AVENEL, N.J. – Mizco International's iEssentials division joined the growing list of headphones manufacturers in the kid-friendly business.

The RoboBuds line, offered in five “characters” for \$9.99, are designed to protect sensitive ears from damage by having a max volume output of 85dB.

The five characters are Phantom, Streke, Electrika, PowerBot and Crimson-

Robo, each with a robot character on the cord that slides up and down and serves as the set's cord-management system.

“Children are embracing music at younger and younger ages than ever before, and that requires manufacturers to go further than ever before to design products that can help protect against unintended damage caused by sudden increases in music volume,” said Mike Mizrahi, Mizco's creative director.



The RoboBuds have a max volume output of 85dB.

Ivee Talking Alarm Clocks At CES

By Doug Olenick

LOS ANGELES – Ivee will showcase its latest line of voice-controlled alarm clocks at International CES next month.

The Ivee Flex and Ivee Digit are hands-free devices that can understand and respond to 35 and 40, respectively, voice-activated commands.

The Flex features an FM radio that can be turned on by a voice command and six sleep sounds designed to help one relax. It also has a 5-inch LED and can itself announce the time, date and

temperature.

The Digit has a 3-inch LCD and three sleep sounds, and it can also announce the time, date and temperature.

Other shared features are multiple alarm sound, snooze and timer options, and they can be upgraded via a USB port.

The Flex carries a \$59.99 suggested retail price and the Digit is priced at \$49.99. All are now shipping to Brookstone, Hammacher Schlemmer, Sharper Image and Helloivee.com.

MXL Ships iPad Mic

EL SEGUNDO, CALIF. – MXL Microphones has started shipping its Tempo mic for the iPad.

The Tempo is a USB-powered condenser microphone for recording vocals and other sounds on an iPad using the iPad Camera Connection kit adapter. It is also compatible with Windows and Mac computers. The mic features an integrated headphone output so the user can monitor a recording directly.

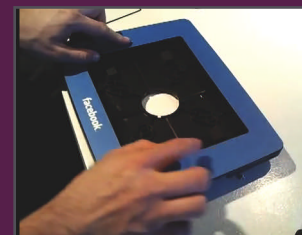
It is available in two color schemes, a black body with a red grill and a silver body with a black grill.

It retails for a suggested \$79.

» Web Video

Evolve iPad Enclosures are heavy-duty protective iPad shells,

aimed at the enterprise and business channels, that are custom-made to incorporate a logo or promotional message. Go to www.twice.com/twicedec19 to watch a video on how they work.



Lee Comments On Beats Split



During and after International CES, the CE world was abuzz with the news that Monster and Beats Electronics were ending their winning partnership.

TWICE spoke with Noel Lee after the show to get his take on the story and to clear up a few rumors. See the full story at www.twice.com/twicejan30.

Mizco Int'l And Ecko Unveil Updated Graffiti-Inspired Lines

By Lisa Johnston

LAS VEGAS – The Ecko Unltd. division of Mizco International used International CES to show off its new CE accessories products.

The Force headphones, which feature 57mm speaker drivers, are part of the company's Unltd. Sound headphones. They come in gold, Graffiti White and Camo Gray. Features include noise reduction, reinforced construction and frame, max input power of 100mW, impedance of 32 ohms, a frequency response of 20Hz to 20kHz and a satin carrying bag. Suggested retail is \$49.99.

The Motion headphones (\$29.99) have 40mm drivers, 300mW max input power, 20Hz to 22kHz frequency range and impedance of 32 ohms. They come in white, red and gold.

The Impact headphones (\$24.99) have the same tech specs as the Force headphones but with a different design. They come in Graffiti, Black and Camo Blue.

Ecko also unveiled the over-ear Link wireless headphones (\$99.99), which use Bluetooth technology. Features include a noise-canceling microphone; volume, track and call controls; a rechargeable lithium-ion battery; and a foldable design. Play time is listed at six hours, talk time at eight and standby time at 100.

The Exhibit series of headphones (\$39.99) and iPhone cases (\$19.99) is the result of a collaboration between company founder (and famed graffiti artist) Marc Ecko and 11 other graffiti

artists. The cases come in five colors, while the headphones have 40mm drivers and a frequency range of 20Hz to 20kHz.

All of these headphones (and the Exhibit iPhone cases) will be available in April.

Beyond headphones, the company launched its Unltd.Power line at CES. The Power Kits come with flat tangle-free USB cables, rubber-coated 1-amp home and car chargers, and power-protection circuitry, according to the company. Three different SKUs are available: one for Apple devices, one for BlackBerrys and Androids, and one for all three.



The Exhibit headphones

Headphones Headline International CES

By Lisa Johnston

LAS VEGAS – It was headphones in the news and on the minds of many at the 2012 International CES, with dozens of manufacturers introducing new models and updating their lines.

TWICE has rounded up just some of the companies that were there. More can be seen online at www.twice.com and in the Jan. 10 print issue.

AfterShokz launched its “ear-free” headphones during the show, which are designed to rest outside of the wearer's ears to prevent hearing damage.

Three models are available: AfterShokz Sport, AfterShokz Mobile and AfterShokz Game.

“Unlike conventional headphones and ear buds that use the eardrums to transmit sound, Aftershokz headphones rest comfortably in front of the ear and utilize bone conduction technology to transmit sound through the listener's cheekbones to the inner ear, bypassing the eardrum completely,” the company said.

The AfterShokz Sport headphones are designed for active users. Since AfterShokz headphones rest outside the ear, users are able to also hear ambient noises, such

as oncoming traffic.

The AfterShokz Mobile headphones add an in-line microphone, so incoming calls automatically interrupt music and simultaneously activate the microphone.

The AfterShokz Game headphones are engineered for gamers or those who use VoIP.

All three models are sweat and water resistant, and have in-line controls and a lifetime warranty. Both the Sport and Mobile headphones have a standard 3.5mm connector, and the AfterShokz Game has a USB connector and an extended 9-foot cord.

They are currently available for the following prices: AfterShokz Sport, \$59.95; AfterShokz Game, \$69.95; and AfterShokz Mobile, \$69.95.

Bell'O announced just prior to CES that it was entering the headphones market with a line of in-ear models under its new Bell'O Digital brand.

Six models will be available: BDH220, BDH440, BDH640, BDH643, BDH650 and BDH653. The ear buds will feature tangle-free cords, three sizes of ear cushions, and in-line volume control and microphone. They'll be available this spring at prices ranging from \$9.99 to \$39.99.

Fanny Wang used CES to show off its updated

(continued on page 44)



The Street by 50 DJ headphones from SMS Audio

iLuv Intros Kindle Fire Dock, Charging Solutions

By Lisa Johnston

LAS VEGAS – iLuv Creative Technology expanded its CE accessories lines with new charging products and sync cables, and it introduced what the company is calling the first audio dock designed for Amazon's Kindle line.

The iMM375 features the robotic arms of the company's MyBot OmniFit technology. This allows the dock to adjust for the width of the Kindle Fire or Kindle Touch, or it can be used with any device that uses a 3.5mm audio port.

The iMM375 also charges the Kindle while it's plugged in. Suggested retail is \$69.99.

Speaking of charging, iLuv introduced several new charging and syncing cables as part of its MyLink line.

The retractable CuteSync iCB12 is billed as an ultra-portable sync and charge cable that can fit on a keychain. It has an Apple connector and a MicroUSB connector, as well as a flip-out USB connector. iLuv said it was designed to expose only one connector at a time, thus avoiding any potential syncing errors incurred by connecting two devices at once.

The Mini CuteSync iCB9 is similar to the CuteSync, but it's only meant for use with Apple devices.

The DualJack iCB17 is a combination sync and charge cable that has an Apple connector and a MicroUSB

connector. The iCB27 version can be used with Galaxy Tab and Galaxy S smartphones.

Pricing for the cables start at \$19.99.

The company also launched its MyPower line of power and charging solutions meant for the “world-traveling consumer.” Pricing for these cables start at \$19.99.

The DreamTraveler iAD301 is a travel-size combination power strip with surge protection, USB charger for Apple devices, and a slide-out charging dock. It can

power up to six devices at once with its three grounded outlets, two USB ports and one USB charging dock, iLuv said.

The RockWall iAD710 is a dual-port USB wall charger that can simultaneously quick-charge an iPad and an iPhone/iPod. It features a swiveling base that allows it to be connected to an outlet strip on the floor, an outlet on the wall or folded closed. It can also accommodate various international plug adapters.

The DualPin iAD610 dual-port USB charger is meant for use in cars. It features a total of 15.5 watts and can quick-charge an iPad and iPhone simultaneously. It also has a head that can swivel at a 30-degree angle.

The MobiSeal car charger comes in two versions. The iAD530 is meant for use with MicroUSB devices, and the iAD540 version works exclusively with Galaxy tablets and smartphones.

All of iLuv's new products will be available in May.



The RockWall iAD710 charger can connect to an outlet strip on the floor or on the wall.

New Tablet Holders, Mounts Stress Versatility

By John Laposky

NEW YORK – In response to the largest growth quarter for tablet sales yet, and the growing influx of tablets to the enterprise market, solutions for holding, mounting and moving tablets from space to space are becoming a go-to add-on sale for retailers.

Vogel's has added the Flex mount to its RingO universal tablet mounting system. The wall mount is Vogel's first with fully adjustable swivel and tilt functionality, and folds back discretely less than 1 inch from a wall.

The RingO system features a tablet holder that clips directly onto the tablet, which then snaps securely onto any of RingO mount. The Flex Mount joins the existing RingO wall mount and car mount.

Vogel's said attaching the Flex Mount to the wall is as easy as placing one screw behind a wall plate. Attaching and detaching the tablet is accomplished by squeezing the side buttons together, releasing the holder.

RingO also protects the back of

an iPad when used with Apple's Smart cover.

Ruud Schaay, sales VP, commented: "In an instant, your [tablet] can mount on the living room wall as a weather station, in the bedroom as an entertainment system, or in the kitchen as a virtual cookbook. We are very excited to be



Breffo's Spiderpodium Tablet features eight flexible arachnid-like legs to grip and secure any tablet or digital-SLR to almost any surface.

able to keep adding great mounts to the ever growing family of the RingO."

Meanwhile, **Breffo** offers an all-in-one solution with its Spiderpodium Tablet, designed to secure all tablets and larger devices, such as d-SLR cameras, to almost any irregular surface.

The Spiderpodium Tablet features eight flexible legs that can wrap around almost any shaped device to support or secure it on almost any surface, such as on a desktop, the back of headrest, a vent on a dashboard, or a handle or shelf in a kitchen.

It folds flat for transport and storage and is made of SoftTouch rubber in white, black or graphite.

The Tablet retails for \$34.99. A smaller version for smartphones and point-and-shoot cameras retails for



Vogel's has added the swivel and tilt Flex mount to its Ringo universal tablet mounting system.



\$19.99 and comes in pink, green, blue, purple, black, white and graphite.

Mizco International's iEssentials line has added the 360 Stand for iPad 2, a 360-degree rotating display that allows the latest Apple tablet to be displayed at any angle for optimal viewing. The compact stand folds up for storage, and features a black rubberized finish, with an extra grip on the bottom for stability. It's shipping now at a suggested retail of \$20.

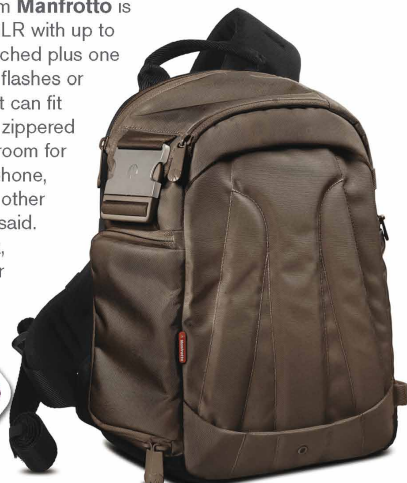
New Cases Strike A Strong Fashion Note

Designed to hold both a smaller-profile laptop, such as an Ultrabook, and a larger tablet, such as the iPad, the Sumo Combo backpack from **Mobile Edge** is a lightweight (1.7 pounds) model "ideally suited for today's active woman," the company said. It offers front and side pockets for quick-access items and a draw-string closure. Comfort features include an adjustable padded shoulder straps and ergonomically padded back panel. The backpack comes in red or black with pink stitching and has a suggested retail of \$79.99.



Case-mate's spring collection includes the Kayla Mini, a genuine leather pop-out smartphone case with two built-in credit card slots and a magnetic closure. It comes in Marine, Emerald, a Marine/Emerald combo, as well as bronze and gold (pictured). It will retail for \$60.

The Agile II sling from **Manfrotto** is designed to fit a d-SLR with up to 18-105mm lens attached plus one to two extra lenses, flashes or accessories. A tablet can fit in the padded back zippered pouch, and there is room for an MP3 player, cellphone, pens, notepads and other items, the company said. It's available in black, Bungee (pictured) or white with a suggested retail of \$79.99. It ships in the first quarter.



iEssentials' Universal neoprene tablet sleeve cases are reversible and feature a fold-over closure. They are available in 7-inch and 10-inch sizes for \$9.99 and \$14.99 respectively.



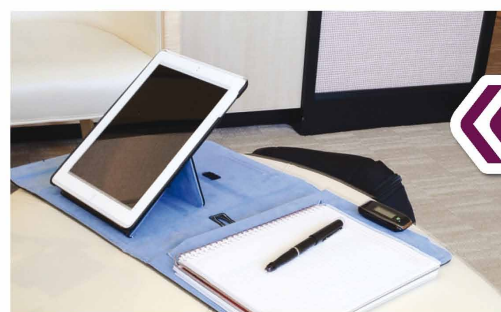
SolarFocus' Kindle case is a solar-powered folio-style cover that is said to provide three months of unplugged Kindle e-reader use and 50 hours of power for the onboard reading light. The case is now available for the fourth-generation Kindle and the company is planning a Kindle Touch version for sometime in the first or second quarter. It retails for \$80.



Ecko Unltd.'s new Exhibit series, from **Mizco International**, represents a collaboration between 11 graffiti artists from around the world and designer Marc Ecko, in which each artist was given the opportunity to express him or herself through a specific color on t-shirts, fragrance, hats, backpacks, headphones, wallets, etc., based on whatever inspired them. Included in the line are iPhone 4/4S cases, in five colors, including green, blue, red, gray and Graffiti White.



New D-Light LightPic shoulder bags from **Kata** are styled for the female photographer. Their versatility lies in a circular buckle on the strap that, with a twist, shortens or lengthens it so the bag can be carried as a standard shoulder bag, a messenger bag or a pocketbook. A padded insert fits a d-SLR and accessories as well as a camcorder with accessories. There are three D-Light LightPic models – in big, bigger, biggest – retailing for \$99, \$109 and \$129, respectively.



Targus and **iDevices** inked a deal to co-develop the iNotebook – a folio case that allows iPad users to wirelessly transfer what they write on paper directly to their iPad using a rechargeable, Bluetooth-enabled writing-recognition receiver, the included pen/stylus and a free app from Apple's App Store. It's due in June at a suggested \$150.

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iEssentials 360 Stand

The new iEssentials 360 Stand for iPad 2, available for \$20, features a 360-degree rotating display that allows the iPad 2 to be displayed at any angle. The compact stand folds up for easy storage and features a black rubberized finish with extra grip on the bottom for security and stability.



iEssentials Universal Neoprene Tablet Cases

The Universal Neoprene Tablet Cases are available in zipper and sleeve models. The Zipper Case features a zipper pocket for storage of cables and other accessories while the Sleeve Case (pictured) features a fold-over closure and is reversible. Both are available in 7- and 10-inch sizes, for \$9.99 and \$14.99 respectively.



DIGIPOWER Cross-Brand Charger

DIGIPOWER's Cross-Brand Tablet and Smart Phone Charger features a simple three-position Smart Switch that allows it to optimally charge USB-powered tablets from major manufacturers such as Apple, Samsung, HTC and BlackBerry. The ultra-compact charger also charges USB-powered smart phones with maximum charging efficiency and is available at retailers and online for \$29.99.



WHO WE ARE

Mizco International fulfills the needs of every consumer with its five strong and clearly differentiated brands—DIGIPOWER, iEssentials, Cellular Innovations, *ecko unltd. and Travelocity. With a wide range of mobile device accessories available in virtually every style, Mizco has the perfect product for every consumer, whether they want to express their own unique style or need super-rugged, heavy-duty device cases and headphones that can withstand anything thrown at them. While other manufacturers create products for one type of consumer, Mizco designs products for at least five different types of consumers, which are addressed through each of the various brands.

According to Mizco President/CEO Albert Mizrahi, "The iPad 2 wasn't made for one type of consumer and neither are Mizco's iPad 2 accessories. By offering consumers multiple brands that feature highly-individualized accessories, we provide our retailers the opportunity to sell the most personalized solutions to their consumers — to the benefit of all of us." www.mizco.com

COOL PRODUCT SHOWCASE



iHome iD50 App-enhanced Bluetooth Dual Alarm Clock Radio Speakerphone for iPad/iPhone/iPod

The iD50 is a dual alarm AM/FM clock radio for iPad/iPhone/ iPod that charges those devices and lets users wake and sleep to either one. Consumers can also pair Bluetooth-enabled devices to stream audio. The iD50 features EQ controls, SRS TruBass and Reson8 sound technology for an exceptional audio experience. www.ihomeaudio.com



Klipsch Mode M40 Headphones

As the company's first-ever active noise-cancelling (ANC) headphone model, the Klipsch Mode M40 employs only the best in personal audio technology. The headphone provides listeners upwards of 45 hours of ANC on a single AAA battery. Available in a bourbon finish with blazed copper accents, the Klipsch Mode M40 is a statement product exuding nothing but fashion and luxury. www.klipsch.com



JBL OnBeat Xtreme

The OnBeat Xtreme is a complete high-performance audio system that pairs with virtually any Bluetooth-enabled smart phone or tablet for high-quality wireless playback of your music, movies and games. www.jbl.com



iLuv Vibro II

The Vibro II is a high-fidelity alarm clock dock that lets consumers wake to their iPhone or iPod, radio, the Shaker or any combination with the Shaker. When placed under a pillow, the Shaker's smooth, rhythmic vibrations are guaranteed to wake even the heaviest sleeper or the hearing impaired. www.i-luv.com



Ion Audio iLP Turntable Conversion System for iPad/iPhone/iPod touch

Bring your customer's vinyl music back to life with Ion Audio's turntable conversion system. Using a built-in dock, your customers can transfer music directly from their records to an iPad/iPhone/iPod using the included EZ Vinyl and Tape Converter app. www.petra.com



Veridian Healthcare iHealth Monitoring Solution

A solution of innovative, mobile personal healthcare products that make it simple and easy to test, track, graph and securely share health information utilizing the Apple iOS mobile platform. Blood Pressure Monitor (BP3) and Digital Scale (HS3) are sold separately. www.dandh.com



Ecko *UNLTD.ESSENTIALS iPad 2 FOLIO

Ecko's *UNLTD.ESSENTIALS new line of sleek, stylish iPad 2 FOLIO cases—designed specifically for the iPad 2—are available for \$39.99 in shiny and matte textures. Both models feature a secure magnetic cover with auto-sleep and wake features, a soft, scratch-resistant nano-fiber lining, a dual FaceTime and keyboard stand, interior pockets for business cards and cutouts for full access to all ports and buttons.

www.mizco.com

WHEN SELLING THIS >> SELL THESE TOO

APPLE IPOD/IPHONE ACCESSORY GUIDE

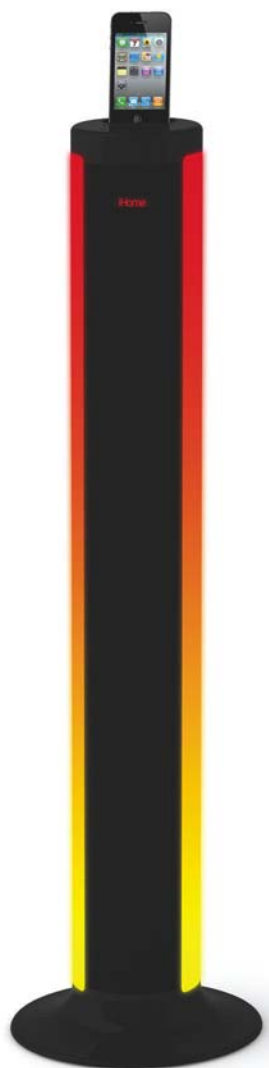
Apple's iPhone remains the gold standard in the smartphone space and the company holds a commanding share of digital media player sales. Your customers want the latest accessories to complement the Apple lifestyle.

CASES	SPORTS BANDS
HEADPHONES	FM RECEIVERS
SPEAKER DOCKS	FM TRANSMITTERS
BOOMBOXES	REMOTES
CABLES	BLUETOOTH TRANSMITTERS
BATTERY PACKS	WRAPS
SONIC ENHANCEMENTS	



iEssentials' iPhone Cases

The new iEssentials cases for the iPhone 4/4S feature a hard outer shell for extra protection and allow full access to all controls and ports. The Kick-It Case features a sturdy built-in kickstand that allows the phone to stand in the vertical or horizontal position. The Wallet Case is designed with a built-in slot that holds up to three credit-card sized items. The Shell-Holster Combo combines the protection of a fitted case with the convenience of a holster. www.mizco.com



iHome iP76 LED Color-Changing Tower Stereo Speaker System with Bluetooth

The world's first color-changing Bluetooth tower speaker system delivers three feet of pure excitement, color and rocking sound. Charges and plays iPhone or docking iPod. Adjustable LED cabinet color features color fade, favorite color, pulse to music and strobe effect. Auto-pairing and -linking feature makes Bluetooth setup simple and fast. www.ihomeaudio.com

Fanny Wang 3000 Series Over-Ear Wangs

These headphones are specially engineered to actively eliminate over 95% of ambient noise. Two microphones measure noise levels from inside the ear cup; an additional two microphones are used to measure ambient outside noise. Using these measurements, a canceling signal is generated so you can listen to your music in complete isolation. www.dandh.com



COMPUTERS



Netgear Powerline 500 Nano

Netgear's Powerline 500 Nano converts any electrical outlet in your customers' homes into a high-speed network connection. It offers plug-and-play setup and top speeds, all in a small form factor. It's geared for connecting a single device such as game console, Blu-ray player, Smart TV, HD set-top box, network DVR, PC, and other devices to the home network router and the Internet. www.netgear.com

iEssentials' Cables To-Go

iEssentials' Cables To-Go are made with a tangle-free, braided nylon cord, and allow you to get the most out of your digital devices without forcing you to spend your valuable time untying knots. The 3.3-foot cords also come with a cable clip that prevents the cord from falling off your desktop. The cables are available in 3.5mm to RCA, 3.5mm AUX, Micro USB, Mini USB, iPhone/iPod, and Mini HDMI. www.mizco.com



CODi Mobile Max Notebook Carrying Case

Designed for 17-inch notebooks, the Mobile Max is spacious enough to accommodate business tools while doubling as an overnight bag. Weighing in at a mere 7.85 pounds, with four distinct, spacious compartments, this case is compact enough to fit in overhead compartments and under the seats of most regional airplanes. www.dandh.com



Einstein MIMOBOT

The first in a brand-new series of MIMOBOT flash drives from Mimoco honoring iconic figures in history, "The Legends of MIMOBOT Series," is none other than the most influential physicist of the 20th Century—Albert Einstein!

Navarre 1-800-728-4000

Manhattan Stealth Touch Mouse

It's the first mouse that features all "touch" technology—no buttons to click or wheels to scroll. Exclusive Curve-Touch technology recognizes preprogrammed fingertip movements when it's used as a desktop or presenter mouse, allowing everything to be controlled with a simple tap, swipe or slide of a fingertip.

www.manhattan-products.com



GROCERY HEADQUARTERS

Heading for *Home*

By Nora Caley

The annual **Housewares Show** promises a wide selection of new merchandise. Here is a sample of what may fit in supermarkets.



COULD IT FINALLY BE TRUE? Is the worst over for the much-maligned housewares category and can retailers look forward to an uptick in sales on everything from kitchen gadgets to microwaves and refrigerators?

The answer, according to many suppliers attending this month's International Home + Housewares Show in Chicago, is a definite maybe. A large number of suppliers say that the improving economy is helping to spur demand in the more expensive end of the housewares market. At the same time, many note that the less expensive end of the category, including many of the products that sell at supermarkets, have always fared relatively well, despite the rough economic conditions.

Optimism is high. According to Perry Reynolds, vice president of marketing and trade development for the International Housewares Association, exhibition space at the upcoming show at McCormick Place is sold out for most categories, and the number of registered buyers will be higher this year than last year. The show, which will take place March 10 to 13 will attract an estimated 60,000 attendees and 2,000 exhibitors.

Reynolds says those figures point to the fact that con-

sumers are ready to spend on updating their homes, a positive thought that he acknowledges sounds familiar. "There were probably false dawns, false excitement to some degree over the past couple of years," he says. "Suppliers were cautiously optimistic last year, yet they are very optimistic this year."

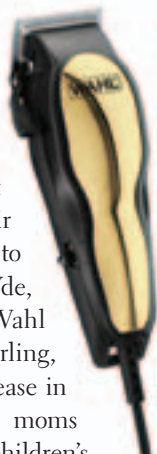
He points to what he calls a free flow of new products as another example of overall optimism. This year's show will feature 30,000 new items, including merchandise from 400 new exhibitors. "If we find room for them that number will grow some more," Reynolds says. "Entrepreneurs are finding access to capital and bringing products to market." Also new this year, the IHA will present awards for innovation.

Among the attendees will be approximately 15,000 U.S. buyers and 6,000 international buyers. All hope to find decorative items, kitchen accessories, and other products that will update their housewares assortments. Here is a look at what some housewares companies plan to showcase at this year's event.

Wahl Clipper Corp.

One trend that is helping boost sales in personal care items is the fact that people are cutting their hair at home, and not just to save money, says Steven Yde, director of marketing for Wahl Clipper Corp., based in Sterling, Ill. "We see a marked increase in haircut bonding, which is moms and dads cutting their children's hair, even adult children," he says. "It provides a way for families to share an intimate bonding experience while feeling good about saving money and interacting, as opposed to non-interacting activities such as watching TV or going to a sporting event together."

Wahl Clipper will highlight the Fade Pro, a combined fading and balding clipper. Wahl also has a new Total Care oil for conditioning personal care appliances, such as clippers, trimmers and shavers. The company will also feature its new Complete Hair Cutting Book.



Mizco International

People want to take their smartphones and tablets with them when they travel and sometimes that travel involves being around pools and beaches. To protect those devices, Mizco International, based in Avenel, N.J., is extending its Travelocity line with the Waterproof Series of cases. The cases are available in sizes for tablets, smartphones, cameras and e-readers.

David Strumeier, executive vice president of sales and marketing of the Travelocity division of Mizco, says grocery retailers are merchandising the cases on clip strips near the sun block and sun protection items. "It's a very easy sale to create in a grocery store," he says. "They are impulse items and they are priced in Travelocity brand prices, and Travelocity screams value."



Cool Gear International

Cool Gear International will feature 25 new hydration products, including barware, single and double wall water bottles, glass bottles, coffee mugs, food storage, travel accessories, lunch bags and filtration products.

"During these challenging economic times, consumers are value and quality conscious, both in hydration and food storage," says Hank Roth, executive vice president for the Plymouth, Mass.-based company. "Ease of function, design, quality and brand name are important."



Bradshaw International

Bradshaw International will highlight four Good Cook products at the show.

First is the 3-D series in the Sweet Cre-

ations by Good Cook line. The 3-D cookie cutters can make cookies to be assembled into a gingerbread house or a standing Christmas tree, say officials for the Rancho Cucamonga, Calif.-based company. The 3-D bakeware is a two-piece baking mold that turns a cake mix into a solid edible Christmas ornament. Also in the Sweet Creations line is a collection of holiday cookie and cake pop molds, clamshell type molds that form cake batter into cake pops that the home baker can decorate.

Also new from Good Cook is the Peanut Butter and Jelly Tool, which features a soft silicone, angled tip to scoop and spread jam or jelly. The opposite end has a serrated blade shape to scrape the peanut butter and then cut the sandwich in half.

The newest addition to Good Cook's TOUCH kitchen helpers is a baster with built-in functions. There is a cleaning wand that uses a squeegee concept instead of a bristle brush, a silicone basting brush tip, and parts designed to fit neatly into the baster itself for storage.

Candle-lite

The newest candles from Candle-lite reflect various themes, says Mark Cunningham, vice president of sales and marketing for the Cincinnati-based company. What they have in common, though, is the filled jar format. "The filled glass product segment is the best vehicle to deliver fragrance," he says.

Among the candles the company will present at the show are the Fresh Fruit collection, 10 colors and fragrances designed to conjure the smells of a farmers market. The scents include Apple, Lime, Mango, Plum, and others, and are available in 18-ounce jars with decorative lids.

The Escape collection offers six fragrances that offer a spa feel. "It's somewhat inspired by the aromatherapy category," Cunningham says. "It's geared to appeal to a broader audience, to capture some of the under 35 consumer group." The Escape candles are avail-





Reclaiming **GENERAL MERCHANDISE**

With dedicated focus, supermarkets can regain lost market share from the profitable general merchandise category.

By Craig Levitt



Evolve or perish. It is a basic business tenet. No longer can a retailer be defined as a food store, mass merchant or drugstore. As the lines of retail continue to blur, traditional grocers have the opportunity to regain a former stronghold—general merchandise (GM) sales.

Industry observers say many grocers have already made inroads within GM. “For those that continue to make a commitment to GM, and that doesn’t always mean space, but an intelligent approach to the category, they are faring very well,” says Mark Deuschle, vice president, business development, chief marketing officer for Colorado Springs, Colo.-based Global

Market Development Center (GMDC).

In today’s environment, a retailer cannot be everything to every shopper. To get the most out of GM sales, there are some categories that grocers should pay closer attention to than others. Products that pertain to food are a perfect fit, say observers. “Why would a grocer give up on household kitchen gadgets or cookware,”

says Deuschle. “If there ever was a more natural fit... food storage, food preparation, those are all categories where grocery should dominate.”

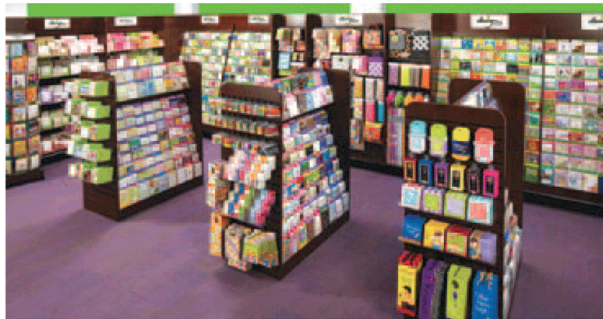
Products that satisfy a trip mission, such as those geared toward baby and pet are also areas that should garner grocers’ attention. For categories not quite as logical, it is often incumbent on manufacturers to generate consumer interest, because most retailers likely will not. Observers say almost any category can provide value and be a traffic driver if managed properly—but retailers have to want it to work.

“I am absolutely convinced that for supermarkets, with the right category, and with the right attention from the retailer and the manufacturer, with that many

consumers making that many trips, there are ways to grow GM sales—and do it in a profitable and efficient manner,” says Jerry Lynch, president of the New York-based International Periodical Distributors Association.

Of course most consumers’ GM purchases at grocery are still of the impulse variety. Though supermarkets are destinations for consumers, David Strumeier, executive vice president of sales and marketing for the Travelocity division of Avenel, N.J.-based Mizco International, says successful grocery management teams have done a good job recognizing the impulse psychology of the GM consumer.

“When consumers are in an aisle, they pass items fast,” says Strumeier. “The retention span is 1 to 5 seconds. There are a few components that will captivate consumers in that time frame which will make them stop and shop for a GM item. One is trend. The other is price. So the cost conscious consumer will walk into a supermarket, will look at GM



through an impulse perspective and think ‘is this the right trend, is this the right product and does it satisfy my need? Does its price dictate that it is such a great value that I am going to buy it right now?’”

He says it is that mindset that has made Mizco’s Travelocity brand products so suc-

cessful at supermarkets. The Travelocity consumer electronics line includes mobile car chargers, home wall chargers, mobile phone accessories, smart phone and iPad tablet accessories. On the purely travel side, products include eye masks for travel sleep, luggage tags, passports holders, travel organizers, trav-

el pillows and travel bottles, among others.

“We make carrying our products effortless for retailers,” adds Strumeier. “We specialize in power wings, side panels and planograms for the grocery store and we offer 100% replenishment. So if a retailer has an item that is selling well they can get back into it on a monthly basis. This way the retailer doesn’t have to bear the burden of housing too much inventory.”

Capturing migrating customers

One of the keys to driving GM sales at grocery is by increasing awareness. Consumer migration away from the specialty channel has created just such an opportunity for grocery in the greeting card aisle. To take advantage of the opportunity, Frank Cirillo, spokesperson for Cleveland, Ohio-based American Greetings, says success in the category can be achieved with a focus on constant freshness and innovation.

“We regularly work with our retailers to optimize the card department’s location,”

says Cirillo. “Many of our partners have adopted the practice of centralizing the card department within the center store adjacent to registers, which creates tremendous awareness and positions the department efficiently within a shopper’s overall trip.”

The greeting card section also provides retailers with the opportunity to cross-merchandise several other GM categories. Colin Littler, vice president of marketing for Design Design, says the Grand Rapids, Mich.-based company offers a complete program featuring Design Design branded products in addition to its line of greeting cards.

“We have a ton of greeting cards, but we have those other key categories, like paper, tape and packaging, and we can transform an area into a huge profit center,” he adds.

Another category that fits in perfectly with females, the primary supermarket shopper, is candles. Like most GM

categories, candles provide retailers with high profit margins. Unlike most other GM products, candles are consumables, which lend them to brisker turns.

According to observers, the category’s impulse nature also fits in perfectly with supermarket shoppers. To keep things fresh, Candle-Lite, a Cincinnati-based division of Lancaster Colony Co., which is based in Columbus, Ohio, recently introduced four collections. According





iPhone-atics

MIZCO IS INTRODUCING A LINE OF IPHONE CASES UNDER ITS iESSENTIALS BRAND. Officials at the Avenel, N.J.-based company say the new products are compatible with the iPhone 4/4s, and features products with hard outer shells that provide extra protection and complete access to all ports and controls.

“This new line of iPhone cases builds upon Mizco’s core belief that the mobile device is only the beginning of a long term consumer experience. With this new line, the case itself is only the beginning, as each new design offers users added functionality, be it a way to easily store credit or business cards with their device, or added protection, or a stand to easily view photos or videos,” says Mizco International president and CEO Albert Mizrahi. “The team at iEssentials is wholly dedicated to ensuring that every mobile device user can personalize their device in any way conceivable, by making sure all of our products feature not only colorful, stylish designs but unique features that expand the purpose of something as simple as a case.”

The new iEssentials Wallet-Case is designed with a built-in slot that holds up to 3 credit-

card sized items, giving mobile device users the opportunity to carry their most important cards and iPhone in one slim solution. Featuring a hard outer shell with a no-slip grip, this multi-purpose case provides a snug fit, ensuring that the cards will never fall out. The wallet case is available in green, pink, blue and black, giving consumers a variety of colorful choices.

The Kick-It Case is designed with a sturdy built-in kickstand that folds in and out, allowing users to stand their phone in the vertical or horizontal position. Available in black, red, grey and blue, the Kick-It Case allows complete access to the camera, in addition to all ports and controls, letting users take pictures without having to remove the slim and compact case.

The Shell and Holster Combo is available in red and black, and combines the protection of a fitted case with the convenience of a holster. Featuring a textured, impact-resistant shell, the case also includes a durable holster with microfiber lining and a multi-directional belt clip, making it as simple as possible for the user to keep their phone safe while on the go.

For more information, visit www.mizco.com.

HOMEWORLD[®]

B U S I N E S S



Mizco's new Travelocity-branded travel organization line includes from far left a Travel Neck Wallet, 3-piece Cube Organizer and Cellphone Case.



Mizco Organization Line Takes Off With Travelocity-Licensed Line

BY LISA COWLEY
ASSOCIATE EDITOR

CHICAGO — Mizco International, known for its electronics accessory products, will bring to market a complete line of Travelocity-licensed travel products at the International Home + Housewares Show, here.

“One of the reasons we were chosen for licensing is that our accessories are very high-quality,” said Stephen Mannoia, vp/sales/Travelocity Travel Products Division at Mizco. The Travelocity line is mutually beneficial, as it will allow Mizco to enter travel and luggage retailers with a “highly identifiable” brand, he said. The Travelocity website receives approximately eight million hits per week and has 10 million participating members searching for travel, said Mannoia, coupled with Travelocity’s print, television and radio ad campaigns featuring the signature gnome icon, which Mizco is utilizing on luggage tags.

Mizco’s Travelocity line’s initial launch will include 36 SKUs, with plans to expand once or twice annually, fol-

lowing market trends, he said. The line is competitively priced with a suggested \$6.99 to \$29.99 range, said Mannoia. Instead of coming out with a “good, better, best” approach with two or three of the same item, “Mizco came up with one quality item at

a competitive price,” he said.

The line will appeal to a wide range of retailers that carry travel products, from airport stores to big box chains. “Mizco will offer very flexible merchandising solutions for the retailer.

We will be offering programs to them, such as sales discounts and promotional funding, and a full range of point-of-purchase displays,” said Mannoia.

Travel organization products will include a nylon Travel Organizer, designed to keep compact items such as identification, credit cards, money and passport together; Three-piece Cube Organizers, designed to keep clothing organized for easy access upon arrival at the destination; a nylon Travel Neck Wallet, designed to keep quick access items needed for travel worn around the neck or on the waist; Passport Holder, which is featured in a wallet style including pockets for storing money, dedicated credit card and ID slots and an inner pocket dedicated to protecting the passport; and a Rugged Cell Phone Pouch, engineered to fit popular models of cell phones, which feature belt and carabiner clips. Other travel items in the line will include Gnome and leather luggage tags, micro bead pillows, luggage straps, TSA-approved locks, and charger kits for cell phones, gaming devices and iPods, etc.

Mizco’s Travelocity line will be available for shipping by late April/early May, said Mannoia.

Mizco’s Travelocity travel assortment will include Gnome leather luggage tags.



HFAN

No Place Like Gnome

MIZCO INTERNATIONAL IS GOING PLACES WITH TRAVEL velocity. The Avenel, N.J.-based company recently expanded its relationship with the travel website with the introduction of a series of accessories, including the Travelocity Roaming Gnome.

“When Travelocity joined forces with Mizco in January 2010 it marked the first time this iconic travel brand had ever joined forces with a marketer of high-quality mobile technology and travel accessory products,” said David Strumeier, vice president of sales and marketing. “The product line has proven itself in a retail environment with many of our partners. Today, we are expanding our business partnership with the introduction of a new premium line. This product line features a wider array of both technology and non-technology related accessory products.”

Other products in the line include the Gnome Travel Comfort headphones, Travel Book Mark and Book Lights, Travel Tech Kit and International Travel Tech Kits. Each is available in a version for iPhones/iPods and a second for other types of smartphones. Travel Tech accessory bags are also being offered.

“These products offer retailers an opportunity to make incremental dollars,” Strumeier says. “The Travelocity name is one of the most highly recognized and regarded consumer brand names in business today. It is a brand that stands for advocacy, innovation and fun. Our relationship with Travelocity now brings these attributes to the product category.”

Strumeier says the line is being supported by in-store signage and dedicated racks and displays. He says that a line of Travelocity Food-to-Go products, featuring containers and storage units, will be introduced early next year. ■



Mizco's Travelocity accessories with packaging featuring the famous gnome. mizco.com

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The Sun Rises Again

The Japan Pavilion at the International Home + Housewares Show will spotlight manufacturers from the earthquake region **By DAVID GILL**

ATTENDEES AT THE INTERNATIONAL HOME + HOUSEWARES SHOW WILL SEE the signs of a remarkable comeback.

A featured presentation at the show will be the Japan Pavilion Tohoku, which at this year's show will be dedicated to 10 manufacturers from the three prefectures in Northeast Japan that were the hardest hit by last year's earthquake and tsunami: Iwate, Myagi and Fukushima. Their product categories range from wood and lacquer creations to cast-iron cookware and glassware.

The pavilion will be sponsored by the Japan External Trade Organization (JETRO), the Japanese government's trade arm. A coincidence about the pavilion is that March 11, the second day of the show, will be the first anniversary of the disaster, which killed more than 15,000 people and cost hundreds of billions of dollars in property damage.

Atsushi Semimoto, executive director of business development and public relations with JETRO New York, said, "Despite the scale of the disaster, all of our exhibitors have shown the courage to pick their lives back up, re-energize their companies and look to new markets."

Visitors to the pavilion will see much more aside from the evidence of the manufacturers' return from the disaster. They will also view examples of Japanese craftsmanship in housewares. As a joint statement from JETRO and the International Housewares Association, owner and producer of the show, stated, "Made in Japan" home furnishings are known for their elegant simplicity, sophisticated design and detailed craftsmanship.

The Tohoku region, for which the pavilion is named, has a particularly deep history in craftsmanship. The statement noted that Japan is known for the Mingei design movement, which focuses on Japanese folk craft and the beauty of everyday objects. ■



Above: Asahi Kensou's wooden sake set is an example of Japanese Mingei design in wood. Below: This red lacquer glass from Wired Beans is one of the sophisticated products that will be seen at the Housewares Show. jetro.org



Mizco Broadens Travelocity Line at Housewares Show

MIZCO EXPANDED ITS TRAVELOCITY-BRANDED TRAVEL and technology accessories at the International Home + Housewares Show.

The new ready-to-go in-store product programs include the Power to Go free-standing tower of portable power solutions, the Waterproof Series of waterproof cases and bags, the Travel Tablet Case Series of neoprene cases, and an expanded series of Microbead Plush Travel Pillows.

Available for immediate delivery, the new Travelocity Power To Go merchandiser display includes a 3-in-1 charger, AC|DC converter, USB travel charger, USB car charger, stereo hands-free headset, three-port travel outlet, travel tech case, Samsung and LG compatible car charger, Apple-licensed iPhone car charger and more.



Mizco is expanding its Travelocity-branded offerings.

The Travelocity Waterproof Series includes a universal cell phone case, an iPad case, a tablet case, and a camera case, all featuring watertight closures, control access through clear window, an adjustable neck or shoulder strap, and built-in UV protection.

The Travelocity Travel Tablet Case Series features travel friendly, form-fitted neoprene cases in SKUs designed to fit all 7-8 inch and 9-10 inch models of tablets and provide complete protection against damage.

The newly expanded Travelocity Microbead Plush Travel Pillow line builds upon the established popularity of Travelocity's travel pillows. ■

Something for Everyone

Continued from page 26



Umbra
Designer Alan Wisniewski wanted to add an element of humor into his Take 5 clock design, which focuses on an important time of the day for most people: 5 o'clock, happy hour, or quitting time. umbra.com



Mizco
Mizco is expanding its Travelocity-branded travel and mobile technology accessories with a Micro-bead Plush Travel Pillow and numerous cases for tablets, cell phones and cameras. mizco.com

Oasis Concepts
Oasis' line of folding kitchen islands grows with a country-style rectangular island, model# KK-3009QP. It has a solid hardwood butcher block style top with two solid hardwood shelves. oasis-concepts.com



Leifheit
In its Art Style personal scale collection, Leifheit debuts four high-tech digital scales, which include coffee and cream colors and leather textures. leifheitus.com



Capstone
Capstone Industries' Eco-i-Lite collection of multi-function LED lights with induction charging technology adds three new power failure lights, in 3, 5 and 10 LED versions. capstoneindustries.com



2011 I LOUNGE

IPOD

IPHONE

IPAD

BUYERS' GUIDE



\$30
12-10

STANDS

Digipower Coffee Clutch

We've seen iPad-ready purses and stands, as well as Griffin's Standle combination of a stand and handle, but Digipower's Coffee Clutch goes a step further: designed to appeal to women, it adds a purse-like handle and arm strap to a flip-out rear stand - all at a lower price than Standle, and frankly most dedicated iPad stands. The stand is angled for video, photo, and web use.

Digipower JumpStart Flip

POWER

\$50
11-10

On occasion, the right features, pricing, and design combine to make a new take on a familiar product seem better than what's come before, and Digipower's JumpStart Flip is one of them - an attractive, roughly iPhone-sized battery pack with a flip-open video stand and powerful 3300mAh rechargeable cell built in. Bundled with cables for the iPod/iPhone and Micro/Mini-USB devices, Flip folds up into a sharp-looking black and silver package for easy storage, with a power button on its hinge and four charge indicators on its black plastic base. The promise is 10 hours of additional 3G talk time, but iPhone 4s could easily see 50% more than that depending on how they're replenished using this battery pack.



SHUTTERBUG[®]

Covering The Photo Beat

Digicams, Cases, And A Travel Charger

New Nikon COOLPIX Cameras



Nikon recently introduced eight new COOLPIX digital cameras. Among them is a superzoom model, the COOLPIX P500, which offers a 12.1-megapixel CMOS sensor, a 36x optical zoom lens, and EXPEED C2 dual image processors. Available in black or red, this model has an MSRP of \$399.95. The P300 offers 12.1 megapixels with a 4.2x wide-angle lens, backside illumination CMOS sensor, high ISO sensitivity, and user-controlled shooting modes. Available in black, it has an MSRP of \$329.95. For more information on these and other new COOLPIX models, please visit the Nikon website.



Contact: www.nikonusa.com.

DIGIPOWER TC-55 Digital Camera Travel Charger

DIGIPOWER, a division of Mizco International, has introduced the highly portable TC-55 Digital Camera Travel Charger, which is designed for use with all models of Canon, Nikon, Sony, Olympus, Fuji, Kodak, Casio, Panasonic, and Samsung digital cameras. Simply glance at the package to find the right TC-55 unit for your camera. It features built-in IntelliCharge technology that allows you to easily insert the camera battery into the slot and begin charging. The TC-55 can also be used to charge other mobile devices and has a suggested retail price of \$49.95.



Contact: www.mizco.com.

Pelican Micro Cases



Crafted from durable, high-impact, heat- and chemical-resistant polymer, Pelican's 1015 Micro Case features an internal rubber liner that acts as both a seal and shock absorber, and its easy-open polymer latch and stainless steel hinge ensures the case will stay closed when dropped. Additionally, two loops at either end of the case make it easy to secure the 1015 to a belt loop or backpack. The 1015 Micro Case is available in clear with a black or yellow liner or solid black with a yellow liner.

Created for iPod touch and smartphone users, the i1015 Case features a clear lid and external headphone jack.

Contact: www.pelican.com.

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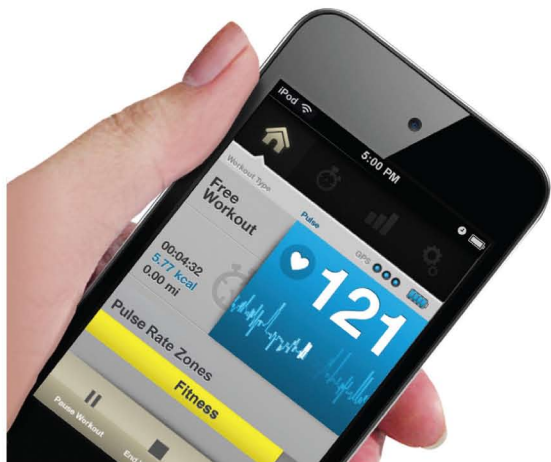
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TECHNOLOGY FOR EVERYDAY LIFE

SUMMER'S HOTTEST GEAR

SCOSCHE'S MYTREK PULSE MONITOR \$149

Scosche has a great app for any iPhone or iPod owners to monitor their fitness. With a Scosche myTrek armband and the myTrek App, you can easily monitor your pulse, training type, calories burned, distance run and more. You can also control music from the armband, even with the iPhone or iPod up to 33 feet away as the app works via Bluetooth. The armband runs on a USB rechargeable five-hour battery.



MARC ECKO CHAIN EARBUDS \$39.99

Fashion design meets state-of-the-art performance and functionality in an amazing new line of earbud headphones designed by the cutting-edge fashion designer. Pictured here, the "CHAIN" earbuds merge Ecko's reputation for street-conscious fashion with utilitarian function with a beaded, dog-tag chain cord design. Available in blue, pink, red and black, the earbuds feature a 1.2-meter cable with an inline microphone and volume control compatible with iPods, iPhones and Android smartphones, as well as a convenient travel bag. Six distinct earbud models, include the Zone, Chaos II, Stomp, Lace and Zip.

VIZIO TABLET WITH WIFI BUNDLE \$399.99

The VIZIO Tablet features a high-definition eight-inch touch screen that delivers access to hundreds of thousands of apps from the Android Market to enjoy movies, TV shows, music and more. It has unique stereo sound times three—as you change the Tablet's orientation, it intelligently transfers the sound to two of the three strategically placed speakers to deliver stereo audio in both landscape and portrait modes for movies, music, games or video chats. Built-in 802.11n Wi-Fi and Bluetooth capability offer optimum connectivity with multiple devices. Together with the front-facing camera, the Tablet is ideal for video chats. The bundle includes the VIZIO Tablet, a custom-fit folio case and a 16GB MicroSD card.



SCOSCHE SOLBAT II \$29.99

Anyone on the go could use the Scosche solBAT II, a solar powered back up battery and charger. Clip the solBAT II to a bag or attach it to a window or car windshield with the included suction cups, and you can charge any device with a USB cable, without ever needing a wall socket. The two-light design shows if it is charging and if it is powering a device. When fully powered to its 1500mAh capacity, the solBAT II can charge a cell phone twice, at the same rate as a wall charger.

SUMMER'S HOTTEST GEAR

TRAVELOCITY TRAVEL KITS \$29.99-\$44.99

The first-ever line of Travelocity Travel Kits is designed to provide business and leisure travelers with complete protection and charging solutions, whether they are iPod, iPhone or smartphone users. Included in every kit is the Travelocity Travel Tech Case, made of durable nylon fabric in a matte-black finish, which features four internal compartments to organize an assortment of mobile tech devices and necessary accessories, plus wallets, passports and documents. In addition to the Tech Case, the Travelocity Smartphone Travel Kit (compatible with BlackBerry, Android and most micro/mini-USB devices) includes a USB wall charger, USB car charger and three-foot mini- and micro USB cables for just \$29.99.

The Travelocity iPod/iPhone Travel Kit includes the Travel Tech Case, USB wall charger, USB car charger and a six-foot iPod/iPhone USB cable for just \$39.99. The international versions of the kits include all the same components, plus three international outlet converters, priced at \$39.99 for the Smartphone International Kit and \$44.99 for the iPod/iPhone International Kit.



KICKER PECVR SUBSTATION \$449.95

The KICKER PECVR delivers hard-hitting, premium bass to your summer ride and convenience to you. Building upon the success of its hard-hitting, quality sound, KICKER has designed a ready-made solution for adding high-end bass to any mobile audio system with its first self-contained, premium-powered subwoofer in nine years. KICKER SubStation-powered subwoofers set a new standard in plug-in-play bass performance and convenience in a vehicle.



MONSTER ISPORT IMMERSION HEADPHONES \$179

The iSport headphones from Monster have one feature that might make them the ultimate summer gadget; they are sweat-proof and fully washable. Designed specifically for athletes, the headphones have an Immersion in-ear clip design and an adjustable ear pipe. They also feature Monster's ControlTalk technology allowing hands-free control over Apple devices.



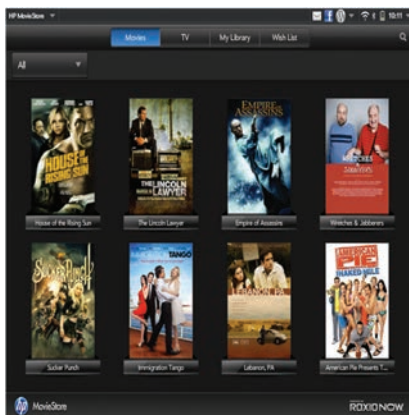
KEF VENTURA OUTDOOR SPEAKERS \$250-\$400

Enjoying music in the great outdoors requires serious equipment, and KEF's Ventura series loudspeakers deliver. The Ventura loudspeakers are weather-resistant, UV-treated and rustproof. They also come with a "ratcheting" mounting bracket for easy 180 degree rotation making them great for any outdoor setting. Engineered for playing sound outside, the highs come from a fluid-cooled, anodised aluminium dome tweeter, and strong bass from an injection-moulded, low-distortion long-throw woofer with rubber surround.

HP TouchPad Offers Movies

Just a few weeks after the TouchPad was released in the U.S., HP has rolled out the option to buy and rent movies on the tablet. Going into the App Catalog on the HP TouchPad will now give you the option to get movies and TV shows through the HP MovieStore without even having to get another app.

The HP MovieStore is powered by RoxioNow, and seems to have a good sized collection. Although it's called the HP MovieStore, there are a few TV shows available for purchase. Those shows include Chuck, One Tree Hill, and Fringe, among others. We would expect the movie selection to be a bit larger than the TV selection, but even a small TV selection is nice to have.



Travelocity Branded Mobile Accessories

If you're one of those always on-the-go people and you happen to also have a thing for Gnomes, Mizco International (www.mizco.com) has a deal just for you. The company has released their new Platinum Series of Travelocity branded travel and mobile technology accessories (that prominently feature the famous Roaming Gnome) and the line includes Roaming Gnome Travel Comfort Bud headphones, Travel Book Mark and Book Lights, Travel Tech Kit and International Travel Tech Kits, each in two versions for iPhone/iPod or Smartphone users, and Travel Tech Accessory Bags, among other items.

SIM Cards for Unlocked iPhone 4 Owners

Previously, you could only use an iPhone on T-Mobile if it was an older model that supported the normal sized SIM card. In order to use the most recent iPhone, the iPhone 4, T-Mobile customers needed to use a micro SIM card, which T-Mobile did not offer at the time.

Recently, T-Mobile began selling the micro SIM card for use on any GSM (locked or unlocked) or iPhone 4 (unlocked) phone on T-Mobile's network. While the micro SIM will allow you to use your iPhone 4 on T-Mobile, we must warn you that you will only experience 2G EDGE speeds, instead of operating on T-Mobile's 3G network. The micro SIM cards retail for \$9.99, but are currently available for free online.



LG's Slimmer 3D Optimus

The LG Optimus 3D, also known as the LG Thrill 4G in the United States, was one of the first glasses-free 3D smartphones to be introduced. The device was just released last month for only \$99 on contract with AT&T. Staying true to the tradition of constant hardware updates, LG has hinted that a follow-up to the LG Optimus 3D is already planned.

Pocket-lint reports that Dr. Henry Noh, one of the people responsible for the original Optimus 3D, said the next Optimus 3D phone will be about 6 or 7mm thick.

"Everyone knows that's this [LG Optimus 3D] is now the slimmest and sexiest phone on the street," Noh said. "We want to make it a little slimmer."

"Next year, all the phones are going to be as thin as, let's say, 6mm," Noh said. "You throw in 3D, and because of the thickness and stuff, it becomes 7mm. But I bet you 90 percent of the population won't know the difference."



MUSIC TO YOUR EARS

We present Part II of our look at the latest headphone/earbud releases as this market's incredible evolution continues with models tailored to every specific need, style and trend imaginable.

Once again we've rounded up a very cool and equally wide array of the latest headphones and earbuds that also address a wide range of budgets. As we explained last month, a lineup that's sure to be music to anyone's ears...so listen up!

PART DEUX

LATEST HEADPHONE/EARBUD RELEASES HAVE YOU READY TO SPRING INTO THE WARMER WEATHER.

SOL REPUBLIC TRACKS

SOL Republic's on-ear Tracks headphones (\$99.99) feature an interchangeable/modular design. Available in black, white or red, these headphones offer swappable Sound Track headbands and detachable cables with full mic/remote control, as well as Sound

Engine drivers that are detachable and upgradable. The headbands are made of a proprietary polymer called FlexTech, for added durability that will withstand twisting, bending and dropping. A 90-degree-angle plug adds to their ruggedness, and the extra-wide ear cushions are also lightweight—a design that reduces pressure on the ear for comfort during longer listening sessions.



WICKED AUDIO SOLUS

WickedAudio's Solus on-ear headphones (\$100) are available in a black/red dual-color design and have a thick, braided cord for greater durability. They also come with a built-in volume control and a DJ switch that allows users to switch from DJ to stereo sound in either or both ears.

MONSTER INSPIRATION

Inspiration is Monster's first over-ear noise-canceling headphone (\$279.95). It sports an angled, plush ear cup, and is designed with extra-wide interchangeable headbands in a variety of colors and materials. The headphones are available with either a titanium or pearl white finish, as well as in a silver limited-edition version.



MIZCO ECKO

Ecko unltd. has released the second generation of UNLTD.SOUND over-the-ear stereo headphones with the introduction of three models in a variety of colors. The iPhone/iPod compatible FORCE is available in Graffiti White, Gold and Camo Gray. The stereo headphones feature mega bass, noise reduction, reinforced construction and frame, and a satin carry bag. Specifications include a 57mm speaker diameter, a max input power of 100mW, impedance of 32 OHMS, frequency response of 20-20K Hz, a 3.5mm plug, and a cable length of 1.2m.

PARADIGM SHIFT E3m

Paradigm's SHIFT E3m earbud (\$129) has been tuned to the company's high-end Reference Signature loudspeakers. They are made from one-piece CNC precision-machined aluminum, and feature an in-line remote/mic, 8mm super-neodymium drivers, 105dB sensitivity and a frequency response range of 8Hz to 19kHz. The E3m is available in black or white with three sizes of tips, a tangle-resistant 1.2-meter cord and padded travel case.



MAXELL WILD THINGS

With its Wild Things line of animal print earbuds (\$9.99 each), Maxell has "flipped" the earbud housing and pattern colors and designed the cables using a different coordinating color. Models include Pink and Black Zebra; Purple and Green Leopard; Green and Yellow Leopard; and Purple and Yellow Zebra.





Netflix Ready for Amazon Streaming Service

Amazon already has a steady flow of streaming video customers, but it may be preparing to offer another service that may give Netflix a lot more competition. Currently, Amazon Prime subscribers can get access to Amazon's library of streaming video content at no extra cost. In the future, Amazon may create a standalone streaming video service that anyone can subscribe to.

Content executives recently told the New York Post Amazon isn't quite sure how much it will charge for its new video service. Netflix however has an idea on how Amazon's new service is going to set customers back. In a letter to shareholders, Netflix noted Amazon may try to undercut them.

"We expect Amazon to continue to offer their video service as a free extra with Prime domestically but also to brand their video subscription offering as a standalone service at a price less than ours," the letter reads.

Netflix defended itself against Amazon and Hulu Plus by praising its much larger, commercial-free library of content.

Google's Public Weather Alerts

It's always a good idea to be aware of severe weather conditions before they hit your area. If the local news station doesn't interrupt programming to bring you up-to-the-minute updates, you have a few other options. Searching the internet for weather info is the first alternative that comes to mind. Google wants to make that search easier with a new Google Maps feature called Public Alerts.



Public Alerts is designed to pull down important weather information from the US National Oceanic and Atmospheric Administration, the National Weather Service and the US Geological Survey. Since there is likely some kind of severe weather event going on at any time in the United States, Google only provides you with alerts for the area you search for. However, Google has set up a page that displays all the active alerts around the country. The alerts include weather events such as tornado warnings, high wind warnings and severe thunderstorm warnings.

NASA: Highest Res Image of Earth



NASA has released a brand new Blue Marble photograph, which it says is the highest resolution photo of Earth ever taken.

The image, dubbed Blue Marble 2012, is actually an update of a similar image that was taken in 2002 that has been the default background for the iPhone since the first one. The new image was taken with NASA's new Suomi NPP satellite. To get the image the satellite took multiple passes around the planet on January 4, 2012. Those passes were then compiled in the wonder

8000 x 8000 photo you can find here. NASA also has other resolutions on its Flickr page, like the 640 x 640 one above and the 1024 x 1024 version that's perfect for your iPad.

Travelocity Ramps Up Mobile Accessories

Mizco International introduced a series of new mobile accessories under their Travelocity branded product line. Their new 'Power To Go' line includes a 3-in-1 charger, AC/DC converter, USB travel charger, USB car charger, stereo hands-free headset, three-port travel outlet, travel tech case, Samsung and LG compatible car charger, Samsung and LG compatible travel charger, Apple licensed iPhone car charger, Apple licensed iPhone travel charger, mini and micro compatible car charger, mini and micro compatible travel charger, mini compatible car charger, mini compatible travel charger, micro compatible car charger, and a micro compatible travel charger.



The Travelocity "Waterproof Series" includes a universal cell phone case, an iPad case, a tablet case, and a camera case, all featuring watertight closures, control access through clear window, an adjustable neck or shoulder strap, and built-in UV protection.

The Travelocity "Travel Tablet Case Series" features travel friendly, form-fitted neoprene cases designed to fit all 7-8" and 9-10" models of tablets and provide complete protection against damage.

The newly expanded Travelocity "Microbead Plush Travel Pillow" line builds upon the established popularity of Travelocity's travel pillows. The line features ultra-soft fleece lined pillows that provide a snug fit around the neck for maximum support, and thousands of polystyrene microbeads for comfort and relaxation in six colors including Black Polka-dot, Pink Polka-dot, Houndstooth, Zebra, Cheetah, Color Hearts.

DRIVERS MUST CARRY MEDICAL CERTIFICATION FOR TWO MORE YEARS

TRUCKERS **NEWS**

LIFE ON THE ROAD

MARCH 2012

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Cellular Innovations products

Cellular Innovations has added several products to its Tough Tested series of mobile tech accessories for drivers.

The new Bluetooth Earpiece features a flexible and adjustable ear clip, seven hours of talk time and a rubberized, heat-retardant finish.

The Pro Car Charger features a 30-minute quick charge, 3 LED charging indicator and a 12-foot, high-gauge cord.

The Rugged Smartphone Cases, including the Workman Holster Case, Rubberized Impact Case and Duro Protection Case, protect cellphones.

Visit <http://www.mizco.com>, or call (800) 266-4026.

Sunpro Super III speedometer

The Super III speedometer is a high-performance speedometer that can add a touch of hotrod to a big rig.

The dial features illuminated pointers and LCD displays and ranges from 0-160 mph. The speedometer is electronically programmable with illuminated needle, a backlit LCD odometer and trip odometer. The product can be recalibrated using two-mile distance. It works with most OE and aftermarket vehicle speed sensors. Hook-up wires are included.

Visit <http://www.sunpro.com>.



Whistler Pro-3000W inverter

The Pro-3000W is the most powerful in the Whistler Group line of power inverters.

This unit features three AC outlets and one USB port. The unit has an overload indicator and will automatically shut down if the load exceeds the rating. It also offers Smart Surge Control to start loads at about the continuous rating and Voltage Protection to shut down when the input exceeds 15 volts DC or less than 10 volts. A jack for remote control is provided.

Visit <http://www.whistlergroup.com>.



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I-81:

- Pilot Travel Center, Exit 4

I-65:

- The Tennessean Truck Stop, Exit 22



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To learn about TSE services at Tennessee sites, visit: www.Shorepower.com
www.EnviroDock.com www.AireDock.com www.IdleAir.com



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THE OFFICIAL DAILY OF THE 2011 INTERNATIONAL CES • FROM THE EDITORS OF **TWICE**

Ecko Unltd Shares Details Of First Accessories Line

LAS VEGAS — The first wave of Marc Ecko-inspired consumer electronics accessories made their debut today at International CES.

The line, manufactured by Mizco International's Digipower division, is topped by seven in-ear and over-the-ear headphones under the Unltd. Sound label ranging in retail price from \$9.99 to \$59.99.

At the top of the line, the new Force collection of over-the-ear headphones carry a suggested retail of \$59.99 and are available in gold, Graffiti White, and Camo Gray. The iPod/iPhone compatible stereo headphones feature noise reduction, mega bass, reinforced construction and frame, and a satin carry bag. Performance specifications include a 38mm speaker diameter, impedance of 32 ohms, maximum input power of 200mW, and frequency response of 10Hz to 22kHz.



Motion headphones from Sound Unltd.

The headphones have a 3.5mm gold plated plug, and a 1.2-meter cable.

Next in the line is the new Rage series of iPod/iPhone-compatible stereo headphones featuring built-in noise reduction. Available for a suggested retail of \$49.99 in Camo Green, Ecko Red and silver, these over-the-ear headphones also come with mega bass, reinforced construction and frame, as well as a satin carry bag.

Rage performance specifications include a 38mm speaker diameter, 32 ohms of impedance, maximum input power of 200mW, 10Hz to 22kHz frequency response, a 3.5mm gold plated plug and a 1.2-meter cable.

Available at a suggested retail of \$39.99 is the new Motion series of over-the-ear stereo headphones featuring passive noise reduc-



Chaos in-ear headphones

tion. Available in white, red or gold, the headphones have a compact foldable construction and a lightweight frame.

Performance specifications include a 40mm speaker diameter, 32 ohms of impedance, 300mW of maximum input power, a frequency response range of 20Hz to 20,000 Hz, a 3.5mm plug and a 1.2-meter cable. They also ship with a satin carry bag.

Next up is the over-the-ear Pulse stereo headphones, with built-in passive noise reduction. They feature enhanced bass and a smooth, glossy finish available in black, red, Camo Green and gold.

Performance specs include a 40mm speaker, 32 ohms of impedance, 300mW of maximum input power and a 20Hz to 20,000 Hz frequency response range.

The economy-priced over-the-ear Impact collection comes in Graffiti, black and Camo Blue. These \$24.99 iPod/iPhone compatible stereo headphones feature a 40mm speaker diameter, impedance of 32 ohms, 300mW of maximum input power and a frequency response range of 20Hz to 22kHz.

For in-ear headphone enthusiasts, the line includes two models: Bolt and Chaos. Both are available in white, red or black and are iPod and iPhone compatible. For its suggested retail of \$19.99, Bolt headphones come with a strong durable nylon cord, a satin carry bag and three silicone gel caps. They feature onboard volume control and passive noise reduction, and a 3.5mm gold-plated stereo connector.

The \$9.99 Chaos line deliver deep bass and a clear sound, Mizco said.

The entire headphones line is available for immediate delivery to dealers, according to Digipower president Maurice Mizrahi.

Today's introduction of the new Unltd. Sound product line is the first wave of products to be introduced over the next six months. By summer 2011, the headphones will be joined by the Unltd. Power series of portable power solutions for digital imaging products and the Unltd. Essential series of Ecko-inspired smartphone accessories. **CES**

Accell Debuts Varied CE Accessory Line

LAS VEGAS — Accell is introducing a variety of audio/video and computer accessories during International CES at booth 20325.

The Accell HD-AV Center, a transmitter and receiver set featuring HD-BaseT technology, can send uncompressed FullHD digital video, audio, 100BaseT Ethernet, power, RS232 and infrared control signals over a single CAT-5e cable. The HD-AV is optimized for high-definition video applications, supporting all resolutions and video formats, including 1080p, 4K and 3D. The Center can support long cable runs of up to 328 feet.

PowerSquid power outlet multiplier and surge protectors easily convert one grounded outlet into five grounded, adapter-ready outlets. The varying lengths of the PowerSquid's arms provide increased reach and flexibility and the built-in surge protection defends connected devices against power surges, protecting sensitive electronics, and will also stop sending power to the connected devices if the surge protection is no longer functioning, the company said.

The SuperSpeed USB 3.0 standard offers increased performance enhancements to the current high-speed USB standard. Featuring a 5Gbps signaling rate, it offers a 10 times performance increase over high-speed USB, as well as improved power efficiency.

USB 3.0 is backward compatible with the USB-enabled devices currently on the market.

The UltraRun USB 3.0 long-length cables by Accell are available in both USB A to B and USB A to Micro B configurations in 20-foot lengths.

Suggested retails and shipment information are available during CES. **CES**



Accell HD-AV Center



PowerSquid power outlet

Vendors Offer Tech Solutions For Hearing Help

LAS VEGAS — Digital health solutions are in abundance at the show, and a variety of vendors are offering products for the hearing impaired and general hearing health.

Silent Call has been providing alerting devices for more than 25 years for people who are hard of hearing, deaf, or deaf and blind. Its line of products include smoke and fire detectors; carbon-monoxide detectors; and telephone, doorbell and baby-cry alert products, among many others.

Audiovox will showcase two "personal sound amplifier devices," rechargeable over-the-counter alternatives to in-ear hearing aids. The RCA-brand Symphonix is a behind-the-ear earpiece that adjusts amplification based on frequency and input levels. The small footprint of the Acoustic Research Personal Sound Amplifier is designed to eliminate the stigma of wearing a hearing device. The one-size-fits-all earpiece has a manual volume control on its curve.

Both will ship in the spring at a suggested retail of \$299. Audiovox is in adjoining booths in the Central Hall, 10406 and 10418.

Etymotic Research is showing its EB series of electronic BlastPLG ear plugs.

The EB15 is for users who operate some or most of the time around continuous loud noise such as machinery and military vehicles and also need protection against gunfire and explosions.

The EB1 is for hunters who want to hear naturally and be protected from sudden firearm blasts when there isn't time to insert hearing protection.

"The EB15 circuitry is configured with adaptive attenuation to become a 15dB earplug when noise levels put the user at increased risk for hearing damage," said Dr. Mead Killion, founder of Etymotic Research. Both versions allow the user to hear naturally, as though there were nothing in the ears. When no loud noise is present, the EB15s return to natural hearing levels.

Suggested retails are \$449/pair for the EB1 and \$499/pair for the EB15. Included with each pair is an assortment of ready-fit ear tips, a filter removal tool and extra wax filters, a headband for wind-noise reduction, and a six-month supply of batteries. **CES**

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Scenes From Around The Show



Haier's Richard Block and Douglas Lane



Verbatim's Becky Morrison



The NPD Group held its annual International CES cocktail reception Thursday night at the Bellagio Hotel. The event was highlighted by presentations and a panel discussion on new opportunities in mobile connectivity and in optimizing the TV, PC and smartphone platforms. Above, from left, group president Dennis Brown introduces NPD panelists Ross Rubin, Russ Crupnick, Stephen Baker, Eddie Hold and DisplaySearch's Paul Semenza.



Eton's Lindsay Groepper



Viewsonic's Adam Hanin



Above, the Mizco International/Ecko Unltd crew, from left: Maurice Mizrahi, Michael Mizrahi, designer Marc Ecko and Joseph Mizrahi



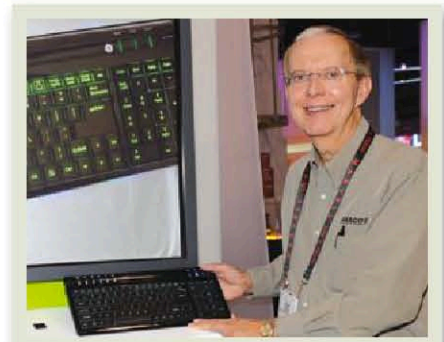
PowerHouse's Jaynel Lynn and Mary Silos



Accell's Michael Weizer



At left, Scosche's Rick Ross



Jasco's Steve Trice



Bell'O's Marc Sculler and Howie Cooperstein



SMK's George Sawyer and Damian O'Brien



Casio's Toshi Iguchi



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Audio-Technica Debuts New Headphones, DJ Turntable

LAS VEGAS — Audio-Technica is expanding its headphones lineup and introducing a DJ turntable and five Limited Edition 50th Anniversary products at booth 20955.

The ATH-CKS55i in-ear headphones offer Solid Bass technology and feature an integrated mic and controls for the iPhone, iPad and iPod. An in-line three-button remote controls music playback functions and also lets iPhone users answer calls over the headphones. The microphone has an omnidirectional pickup pattern, and the bass output is maximized by an exclusive Double Air Chamber System. Movable two-position posts let wearers adjust the ear tips for best fit, sound isolation and low-frequency performance. Available in March, the ATH-CKS55i headphones retail for a suggested \$79.95.

The new ATH-CP500i and ATH-CP500 Sport Fit in-ear headphones are part of Audio-Technica's fitness-oriented Player's Line, and feature a new ear-hanger design and patented loop support system for a stable, comfortable fit. The ATH-CP500i is identical to the ATH-CP500 with the addition of an in-line three-button remote to control playback functions



Audio-Technica's AT-LP1240-USB Professional DJ turntable

on an iPhone, iPad or iPod. Both models offer an integrated mic with omnidirectional pickup pattern; sweat-proof, washable construction; wraparound design; clothing clip; and 1.2-meter extension cord and carrying pouch. Available in March, the ATH-CP500 sells for a suggested \$49.95, and the ATH-CP500i is \$59.95.

Audio-Technica is also premiering its



The ATH-CP500i Sport Fit in-ear Headphones from Audio-Technica



Over-ear audiophile headphones (ATH-W3000ANV), part of Audio-Technica's Limited Edition 50th Anniversary lineup

top-of-the-line AT-LP1240-USB Professional DJ turntable. It utilizes a powerful direct-drive 16-pole, three-phase motor for speed stability along with easy back-cueing, forward and reverse play, and quiet operation at 33-1/3, 45 or 78 rpm. The turntable features an S-shaped tone arm with adjustable tracking force (counterweight) and anti-skate adjustment, and a removable universal cartridge mount.

DJ-friendly features include a damped cast-aluminum platter with stroboscopic speed markings and slip mat, illuminated speed indicator and adjustable pitch control, removable stylus target light, and hydraulically damped lift lever. The gloss-black and silver design fits equally well into a home entertainment system, and the turntable's built-in switchable phono preamp enables it to be used with a wide variety of other A/V components, the company said. The AT-LP1240-USB will be available in March at a suggested \$529.

Audio-Technica is also introducing Limited Edition 50th Anniversary products, including the ATH-W3000ANV over-ear headphones, ATH-PRO700MK2ANV DJ headphones, ATH-CKW1000ANV in-ear headphones, AT50ANV air-core moving coil phono cartridge and AT150ANV Dual Magnet phono cartridge. **CES**

Mizco's EckoUnltd. Debuts Spray Speaker

LAS VEGAS — Mizco International's EckoUnltd. product marketing division will show its Spray Bluetooth speaker at International CES at booth 31240.

The Spray, which is designed to look and feel like a spray paint can, is an International CES Innovations 2012 Design and Engineering Awards Honoree.



The Spray Bluetooth speaker is designed to look like a spray paint can.

Features include two full-range high-output 40mm drivers delivering 3 watts each, two 45mm passive radiators, a built-in microphone and a 3.5mm line input. It has a replaceable lithium-ion battery that reportedly provides up to 10 hours of play time. **CES**

Dune HD Pro Gets CES Spotlight

LAS VEGAS — Dune HD's HD Pro is an International CES Innovations 2012 Design and Engineering Awards honoree and will be on display at booth 21960.

The Dune HD Pro highlights include universal file playback support of DVD and Blu-ray discs and images, IPTV and OTT streams, network-delivered and HDD-based audio and video files with DRM support for multiple technologies, and THX Media Director support and VXP image processing for reference-class video performance.

Other features are a 7-inch integrated color display with IP control interface for integration with control systems such as Control4 or iOS and Android apps. Pricing and availability were not set at deadline. **CES**

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Pass Labs Unveils Preamp, Power Amps

LAS VEGAS — Pass Labs is unveiling its XP-30 preamplifier and the Xs 300 and Xs 150 amplifiers, the first entries in a new generation of Xs-series amplifiers at suite 29-236 at the Venetian Hotel.

Using a triple-chassis structure, the XP-30 exceeds earlier Pass Labs preamps in generating lower noise levels, better crosstalk specifications and greater dynamic range, producing music exhibiting more resolution, more dynamics, and a better sense of space and dimensionality, according to the company.

The XP-30 uses a modular design consisting of one power supply and control chassis and two additional chassis, each serving one channel. It is typically supplied as a two-channel product although it can be configured to serve anywhere from one to six channels, enabling but not requiring the design of very large or unusual speaker systems. The XP-30 retails for \$16,500.

The Xs 300 and the Xs-150 amplifiers are monoblock models delivering 300 and 150 watts, respectively. Three



Pass Labs' XP-30 preamplifier with remote control

years in development, the amplifiers have been designed to both measure well objectively and sound subjectively as well as they measure, an exacting process leading to a multitude of refinements, the company said.

Both models employ double-stack chassis, four in all, with separate power supplies for each channel. The power supplies feature separate chassis for lower electromagnetic noise, twice as



A rear view of Pass Labs' XP-30

much storage capacitance as earlier Pass Labs amps, the company said. The Xs 300 and Xs 150 amplifiers will be available in the first quarter of 2012 at suggested prices of \$85,000 and \$65,000 a pair, respectively. **CES**



Pass Labs' Xs 300 power amplifier

VEFXi Shows 3D-Bee Converter

LAS VEGAS — VEFXi will launch its 3D-Bee model here at LVCC booth 15648 in the Central Hall.

The product is being touted as the industry's first live-video 2D to glasses-free 3D real-time hardware converter.

Glasses-free 3D is technically known as autostereoscopic 3D. This model can be preconfigured to work with a variety of autostereoscopic displays, both lenticular and parallax barrier types. The converter allows a customer to create or use exist-



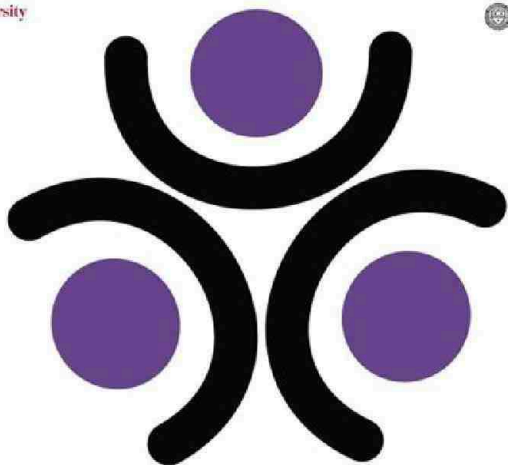
The 3D-Bee transforms 2D content to 3D minus the need for glasses

ing 2D advertisements and display them in natural 3D on glasses-free screens. It will also allow custom-designed multi-view video to bypass through it, and then convert other 2D video or advertisements to 3D multiview such that the utility of displays is greatly enhanced. **CES**

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fitwits™
jump-start to good health

The Quality of Life Technology Center & The QoLT Foundry

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Explore QoLT innovations for better daily living at:

www.qolt.org

BOOTH #3011



Digipower Debuts Wide Variety Of Chargers

LAS VEGAS — Digipower, a division of Mizco International, is debuting wireless, cross-brand tablet and smartphone chargers for home and car, some capable of charging multiple devices at a time, plus an extreme battery pack for tablets and smartphones during International CES, at booth 31242, South Hall 3.

Shipping in March, the DrivePad in-car wireless smartphone charging station features a FlexArm design, allowing drivers to position the smartphone exactly where they like it, according to the company.

Also available in March, the DeskPad at-home wireless smartphone charger will include a perimeter lighting system to make it easy to check the charge status.

Suggested retail pricing for both the DrivePad and DeskPad will be announced when deliveries begin, the company said.

With four USB ports delivering the power to charge an iPad or a combination of up to four smartphones, iPods, iPhones or digital cameras, the four-port USB smartphone and tablet charger takes up only one wall outlet. The unit is available now for \$39.99.

Digipower's high capacity dual-USB port battery pack stores enough juice to charge an iPad or Android tablet, or even two smartphones at the same time, the company said. Available immediately for \$99, the battery pack can be fully charged in eight hours.

Digipower's cross-brand tablet and smartphone charger features a simple three-position Smart Switch that allows it to optimally charge USB-powered tablets from various major manufacturers. Available immediately, the charger is priced at \$29.99. **CES**

Cellular Innovations Bows Bluetooth Headsets

LAS VEGAS — Cellular Innovations, located at Mizco International's Booth 31242, in the LVCC South Hall 3, will unveil products in its Tough Tested headsets and a solar powered hands-free speakerphone.

Following the success of its "Tough Tested" Bluetooth headsets in 2010, the expanded offerings include new Bluetooth earpieces, smartphone cases, portable power solutions, and an in-car goose-neck mount.

The over-the-ear Bluetooth earpiece (\$49.99) has adjustable ear clip and rubberized, heat-retardant finish. It has 10x noise canceling technology, seven hours of talk time, and 200 hours of standby power.

Tough Tested's smartphone cases (\$14.99 each), made from rugged, padded canvas, have Velcro-secured flap-and-snap buckle closures. Available in black, Digital Camouflage, Classic Camouflage, or Khaki, the cases each have a steel belt buckle with carabiner clip.

The leather Workman Holster Case (\$24.99) mounts to a work belt and fits all smartphones while the Rubberized Im-



Cellular Innovations' Tough Tested line has new smartphone cases, an earpiece and more

compact Case (\$19.99) offers extra-thick, durable black silicone to absorb the impact of dropped phones.

The ultimate protection comes with the Duro Protection Case (\$29.99) and its three layers of protection — an inner hard plastic shell with screen protector, a rubber shock-absorbing middle layer, and an outer hard shell with rotating belt clip holster.

Tough Tested's new Universal Goose-neck Mount (\$14.99) for smartphones, GPS devices, and satellite radio devices steadies devices against shocks and vibra-



The Solar Powered speakerphone's suction cups make it ideal for use at home, in car or outdoors.

tions generated by a vehicle's movement while on the road.

The Tough Tested Pro Car Charger (\$29.99) has a 12-foot high-gauge cord so drivers can charge and use smartphones and USB devices anywhere in their car. It's available for iPhone/iPod and in micro-USB and mini-USB versions for use with current phone models, GPS devices, and other mobile gear.

The new Solar Powered Handsfree Speakerphone has three suction cups so it's ideal for car, home, or outdoors on any hard surface. A solar power panel keeps the battery charged using both the sun and ambient lighting.

The device's MultiPoint Technology lets two phones be connected simultaneously and stores up to eight previously paired phones in memory. Pricing and availability will be given at the show. **CES**

Andrea Expands SuperBeam Line

LAS VEGAS — Andrea Electronics is using International CES to launch its SuperBeam Cans, billed as a high-definition USB "boom-free" stereo headset.

The SuperBeam Cans feature array microphones and 3D surround-sound recording. They have 50mm drivers with acoustic bass expansion, the company said, as well as binaural microphone placement and a USB soundcard with digital sample rates.

The frequency range is listed at 20Hz to 20kHz. The headset is designed to fold flat and comes with a volume/mute control.

They company is also showing its boom-free USB SuperBeam headsets at CES. The SuperBeam stereo USB headsets feature an in-line dedicated USB sound card that bypasses a computer's built-in sound system, reportedly ensuring superior audio performance and compatibility. The headsets also have a ported transducer design for rich deep bass, clear midrange and sparkling highs, and incorporate a separate microphone built into each headphone housing for "boom-free" audio recording, the company said.

Andrea Electronics is at suite 2650 in the Hilton. **CES**

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The X-Trim Series
iPhone 4/4S PPS Bumper



AikenLabs Bows Immersive Motion System

LAS VEGAS — AikenLabs is formally introducing its Immersive Motion system interface for desktops, mobile devices and select gaming consoles at booth 25712.

The platform-independent system enables personal multi-axis motion interfacing with mobile devices without programming. Virtually any existing application can be motion enabled by mapping gestures and motions to emulate joystick/gamepad controls, mice or keyboards, the company said.

Profiles can be created for use with existing software and can also be uploaded and shared with other users.

AikenLabs' system is composed of three components: wireless sensors, wired expansion sensors and a host receiver. Up to eight wireless sensors can be worn by a game player or mounted on any object to create unique custom controllers.



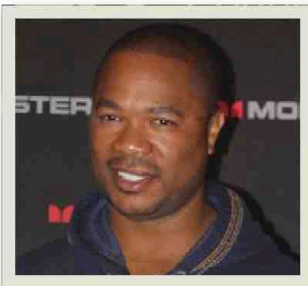
AikenLabs' Immersive Motion accessory system, Desktop Edition

Immersive Motion will be available in two editions. The Desktop Edition will be offered in two variants: a consumer version for use in basic gaming interfaces and a professional version for developers. The Mobile Edition will utilize the same wireless sensors and wired expansion sensors while offering a Bluetooth receiver for wireless connection to most mobile platforms. **CES**

I See Famous People



Will.i.am of the Black Eyed Peas at Intel CEO Paul Otellini's keynote



Rapper Xzibit at Monster's press conference



"Jersey Shore" diva Snooki unveiled her own line of headphones from iHip.



Ludacris unveiled new models in his Soul by Ludacris line of headphones.



Actor Jeremy Allen White with designer Marc Ecko at the Mizco/Marc Ecko booth



New Age Electronics president Fred Towns jams with former Eagles guitarist Don Felder at the distributor's annual CES gala.



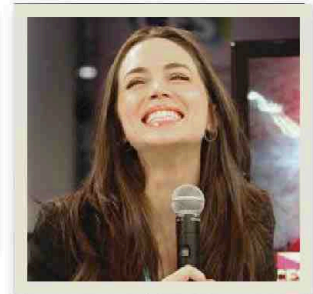
Boxer Floyd Mayweather joined rapper 50 Cent on behalf of SMS Audio.



Justin Bieber appeared with TOSY Robotics.



Former New York Rangers star Ron Duguay with Duracell Powermat



"CES Ambassador" and actress Eliza Dushku



Wireless Dealer Magazine

Independent Retail Buyers of Cellular, Electronics and Audio



MIZCO

Albert Mizrahi, President & Chief Executive Officer of Mizco International

By: Michelle James

MIZCO

MIZCO CELEBRATES 20 YEARS OF INNOVATION

Breaks new ground for in-store merchandising support for wireless retailers and expands line of talk 2 Bluetooth® headsets.



HFBLU-CK2

Mizco celebrates their 20th anniversary year by continuing to enthusiastically bring premium mobile phone accessories, power supply solutions, and travel related products to the market. Innovation does not stop at product development for the Mizco team. Their smart, creative and interactive designs are also prevalent in their merchandising support for retailers. Mizco's will showcase their new innovative retail merchandising at CTIA Wireless 2010 in Booth #6119 in the South Hall of the Las Vegas Convention Center.

At the CTIA Wireless show, Mizco will be taking wireless dealer in-store merchandising to a whole new level of sales effectiveness with the debut of its new Cellular Innovations Direct Dealer Series of premium car and travel chargers. Available for immediate delivery the Direct Dealer Series offers a full line of premium chargers in packaging designed to match each carrier's colors. The easy-to-identify and understand packaging design also includes complete compatibility information — and an innovative "Try Me" connector feature that allows consumers to attach their phone to ensure they are buying the right model! Models are available for AT&T, Sprint, Metro PCS, T-Mobile, Verizon, and Cricket.

Being innovative is a key operating principle

at Mizco. "The markets we serve demand and deserve innovation," explained Albert Mizrahi, President & Chief Executive Officer of Mizco International. "For 20 years we have met the needs of our customers by developing and bringing to market the industry's most complete line of high performance, full featured, affordably priced wireless mobile phone headsets and accessories, as well as power solutions for imaging products and iPhones, and gift accessories that enhance every type of mobile and imaging product. To date, our customers have known us primarily for the Cellular Innovations, DigiPower, and iEssentials brands. Beginning this year, we are going to tell our customers a little more about the company that stands behind these great brands and the plans we have for the future."

Indeed, according to Mizrahi, the next 20 years are going to be even more focused on bringing cutting edge products and programs to its dealer base. "Our goal is to strengthen our position as the 'one stop' source for every cellular, power, and mobile accessory product that delivers true performance value and high margins at a complete line of suggested retail price points. And we are going to back up these products and programs with best-in-class merchandising solutions and customer support."

Reinforcing its commitment to constantly advance the state of the art technology and

performance value in its Cellular Innovations line of Talk 2 Bluetooth® headsets, Mizco announced during CTIA, the addition of seven new models to its 2010 line-up, some incorporating A2DP stereo audio streaming, remote music controls, and background noise canceling functions as standard features. "And that's just the start of our 2010 new product program," Mizrahi promised. "2010 is going to be the biggest year yet in the dynamic two decade history of this great company. To dealers who have been our partners for years, and prospects who are just now coming to know our product offerings, I promise one thing: you haven't seen anything yet. Our very best is yet to come!"

For consumers seeking the ultimate flexibility in their Bluetooth headsets, Cellular Innovations now offers three new models that incorporate stereo audio streaming technology and remote music controls. The HFBLU-STH3 Stereo EarHugger Headset carries a suggested retail price of \$39.99 and allows consumers to seamlessly switch between music and phone calls. The Bluetooth V2.0 headset also features in-ear noise canceling headphones, voice dialing, 6-hour music listening time, 7-hour talk time, and 120-hour standby time.

The HFBLU-CK2 Slimline Handsfree Car Kit, which carries a suggested retail price of \$34.99, features Bluetooth V2.1 technology, in addition to stereo audio streaming and remote music controls, voice dialing, call reject, mute, 10-hour talk time, and 400-hours of standby time. This package also comes with a mini USB car charger and visor mount clip for easy in-car installation.

Also featuring stereo audio streaming technology with remote music controls is model HFBLU-ST6 Stereo Sports Headset, with a suggested retail price of \$59.99. The stylishly designed Stereo Sports Headset features a comfort fit neck band, in-ear noise canceling headphones with enhanced Hi Fi sound quality, 6-hour music listening time, 7-hour talk time, 120-hour standby time, and home/travel charger.

The four-piece HFBLU-NCH21 Noise Canceling Bluetooth Headset has a suggested retail price of \$39.99 and features Bluetooth V2.1 technology, echo-

free noise canceling technology, dual microphones, crystal clear sound quality, automatic pairing, voice dialing and call cancel functions, 5 hours of talk time and 150 hours of standby time. This package also comes with a USB home/travel charger, USB charging cable, and a USB car charger — thus providing consumers with a Bluetooth solution that works in any usage environment.

The "his and her" HFBLU-2PK Twin Pack Headsets work with all Bluetooth-enabled phones. With a suggested retail price of \$39.99, the Twin Pack comes with two mono headsets, each featuring a slightly different cosmetic design — which makes them the ideal for couples looking to keep their "his and her" headsets distinct! The headsets incorporate Bluetooth V2.0 technology and feature last number redial, voice dialing, 5-hour talk time, 150-hour standby time, and a USB charging cable, among other features.

For fashion conscious headset consumers, Cellular Innovations offers the HFBLU-AX1 Headset for all Bluetooth-enabled phones. At a suggested retail price of \$34.99, the AX1 headset includes three interchangeable faceplates (black, gold, and red) that allow consumers to dress up their headset as their mood dictates. Incorporating Bluetooth V2.0 technology, the AX1 also features voice dialing, call reject, mute, last number redial, 6-hour talk time, 100-hour standby time, and a home/travel charger.

Finally, Mizco offers its HFBLU-LT-200 Headset for all Bluetooth-enabled phones. For its suggested retail price of \$19.99, the 200 Headset features Bluetooth V2.0 technology, last number redial, call cancel function, 5-hour talk time, 150-hour standby time, and a home/travel charger.

Mizco offers more than 1,000 products enriched with technology, design, and performance features. Their sales and customer support team stands ready 24/7 to support their dealer partners with the delivery of market-right products and a full range of merchandising programs including free-standing floor displays for an interactive "self-serve" customer experience at point of sale. For more information about any of Mizco International's innovative products visit them at www.mizco.com or reach their sales team at 800.266.4026. ©



HFBLU-2PK

Cellular Innovations' Guaranteed 7-10 Day Battery Pack Delivery Program And 100% Customer Satisfaction Warranty Is a Smash Success With Refurbishers

The groundbreaking battery pack guaranteed 7-10 day delivery program and 100% customer satisfaction warranty introduced by Mizco International's (www.mizco.com) Cellular Innovations Division at CTIA 2010 has generated an immediate and powerful response from cell phone refurbishers all across the country and, indeed, from around the world, reports Isaac Mizrahi, Executive Vice President of the Cellular Innovations Division, underscoring the industry's need for a reliable replacement battery pack partner.

"We knew there was a tremendous market need for this kind of a program," Mizrahi explained, "but we had no idea that the response would be so immediate and so great. Frankly, our factories are firing on all cylinders to keep up with customer demand."



Underscoring its commitment to raise the bar for quality and reliability in the growing and expanding cell phone handset repair market, Mizco International's (www.mizco.com) Cellular Innovations Division introduced the industry's first guaranteed 7-10 day battery pack delivery program backed by a 100% customer satisfaction warranty at CTIA 2010 in Las Vegas, Nevada.

When he announced the unprecedented two-part customer guarantee program at CTIA 2010 Mizrahi pointed to several critical components that enabled the Cellular Innovations division to offer such a high level of quality assurance to its customer base. "For 20 years Cellular Innovations has been meeting the needs of handset repair companies. No other company better

understands the unique challenges these companies face in fixing and returning handsets to customers. The engineering, manufacturing, and logistical support infrastructure we have created now enables us to offer a two-part guarantee that should provide our refurbishing clients with unmatched peace of mind."

According to Mizrahi, Cellular Innovations is now guaranteeing that every battery pack order will be delivered within 7-10 days of receipt of the customer purchase order — regardless of the order's size or composition. "Our state-of-the-art manufacturing center in Shenzhen, China can produce 3-million battery packs per month. What's more, we can produce more than 2,000 battery pack types, all CE approved and all compliant to the original manufacturer's standards— something no other company can duplicate," Mizrahi asserted. "And 100% of the battery packs we deliver feature fresh battery cells and private label and bar code programs custom designed to meet the needs of each company we work with. The combination of production capacity, exclusive use of fresh battery cells, SKU range, CE approval, original manufacturer compliance and customizable private labeling and bar coding makes Cellular Innovations the high volume, low cost leader in replacement battery packs."

Our state-of-the-art manufacturing center in Shenzhen, China can produce 3-million battery packs per month. What's more, we can produce more than 2,000 battery pack types, all CE approved and all compliant to the original manufacturer's standards — something no other company can duplicate

Taking the 7-10 day delivery guarantee one step further, Cellular Innovations is also offering a blanket 100% customer satisfaction warranty that assures customers of a 0 failure rate on all battery packs. If for any reason a customer is dissatisfied with their product upon delivery they can return it to Cellular Innovations — no questions asked. "No one else in this industry

is ready or willing to back up their assurance of quality with this kind of guarantee and we believe our ability and willingness to do so will resonate loudly with our handset repair customers."

Mizrahi asserted that Cellular Innovations is able to provide this blanket guarantee because of the quality of its on-site engineering and sales teams. Indeed, Cellular Innovations has just appointed industry veteran Jay Lee to the position of Vice President of OEM

Engineering. Mr. Lee immediately assumes responsibility for managing all OEM engineering and support programs for Cellular Innovations as well as overseeing manufacturing at the Shenzhen manufacturing center. Prior to joining Cellular Innovations, Jay Lee held senior engineering and sales positions at Battronix Company Ltd., Universal Power Group, and SaeHan EnerTech USA. ©

Eliminating OEM Battery & Charger **Fall Out**

By WDM Staff

MIZCO International (www.mizco.com), an industry leading designer and manufacturer of new after-market battery packs featuring Lithium-ion and Lithium polymer technology, offers immediate availability of battery packs for all leading manufacturers:

Samsung
LG
SonyEricsson
HTC
Pantech
Huawei
Nokia
Kyocera
Sanyo
Palm
Casio
Sharp
Motorola
Blackberry
Cal-Comp
ZTE
PCD



Mizco provides battery packs for an extensive list of OEM handset, all with a 7 to 10-day battery pack delivery. They guarantee 100% customer satisfaction warranty that is virtually unmatched in the industry — and is backed by 21 years of experience manufacturing for the top US and South American cell phone refurbishing companies.

Their ISO 9001/2000 Certification assures the highest quality and one of the lowest battery pack industry defective rates. Every battery pack manufactured by Mizco is guaranteed to perform.

MIZCO

“They guarantee a 100% customer satisfaction warranty that is virtually unmatched in the industry”

Go to market faster than ever before — and stay there with a competitive edge with Mizco battery packs. Orders shipped within 7-10 day delivery window nationwide. 100% satisfaction guaranteed. To learn more, call **1-800-266-4026**.



Global Warranty Group

Warranty Programs that Deliver

Global Warranty Group is North America's largest dealer based, third party administrator of insurance backed handset replacement programs to over 8,000 independent wireless retail locations. GWG is also a leading developer and administrator of product warranty and extended service contract programs to the consumer electronics, consumer appliances and computer industries throughout the United States and Canada. The Company maintains a state of the art call and customer support center and an extensive network of over 25,000 servicers providing in-home service, carry-in service and depot repair. *For more information, please visit www.globalwarrantygroup.com or call 1-877-681-8244.*

Mizco

The DIGIPOWER Division of Mizco International has introduced a new generation of "platform specific" charging devices for iPhones, Android, and Blackberry smartphones. This all-new line up is the first of its kind to address the specific power requirements of each major smartphone platform, and features a Home & Car Kit that retails for \$29.99, a Home Charger that retails for \$24.99, a Car Charger that retails for \$19.99, and a combination Power & Sound Kit featuring a set of ear bud headphones that retails for \$39.99. Available for immediate delivery, each platform is identified by the following color combinations: Black w/ Green for the Android platform, Black w/ White for the Blackberry platform, and Black w/ Silver for the iPhone platform. www.mizco.com



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Earbuds: Fashion forward, Fabulously affordable

Mizco offers new line, immediately available for holiday retail



Fashion designer, multimedia artist, and technology entrepreneur Marc Ecko has placed his unique sense of design and style on a groundbreaking new line of *ECKOUNLTD. earbud headphones that fuse together fashion and function in unprecedented new ways. Through an exclusive licensing agreement with Mizco International, this line allows retailers a brand new opportunity to merchandise headphones not just on their sonic quality, but now on the fashion likes of their consumers. Available immediately for the Holiday season, all models in the *ECKOUNLTD. line carry suggested retail prices of between \$12.99 to \$39.99.


The “Zone” earbuds feature the iconic *ecko Rhino on the outer surface of the earpieces. Available for \$12.99, in red, green, pink, yellow, blue and white, the earbuds include a one-meter cable compatible with iPods, iPhones and Android smartphones and three sizes of ear-piece gels.

“Chaos II”, available for \$14.99, in purple, pink, blue, red, and black, features the *ecko Rhino on the outer surface of the earpieces, a 1 meter cable, inline microphone, controls for the iPod, iPad and iPhone, and three sizes of ear-piece gels.

Available for \$19.99, the “Stomp” earbuds feature the iconic Ecko Rhino on the outer surface of the earpieces. Available in red, blue, white, pink, purple and black, the earbuds feature a flat 1.2-meter

cable with an inline microphone and controls compatible with iPods, iPads, iPhones and Android smartphones. The earbuds include a convenient travel bag, and three sizes of ear-piece gels.

The “Lace” earbuds, available for \$24.99, feature a nylon, shoelace style cord, available in white, red, blue, black, pink and purple. The earbuds feature an inline microphone, controls for iPods, iPads and iPhones, three sizes of ear gels and a convenient travel bag.

The new “Chain” and “Zip” earbuds merge Ecko’s reputation for street-conscious fashion with utilitarian function. Featuring a beaded, dog-tag chain cord design, the “Chain” earbuds are available for \$39.99 in blue, pink, red and black. The “Zip” earbuds feature a functioning zipper cord, and are available in red, gold, blue, white, pink and purple, for \$29.99. Both styles of earbuds feature an inline microphone and volume control compatible with iPods, iPhones, and Android smartphones, as well as a convenient travel bag and three sizes of ear-piece gels. 

Diverse Brand Identity are Key to MIZCO's Continuing Success

MIZCO International (www.mizco.com) officially launched their 2012 marketing program with the introduction of more than 100 new mobile technology accessory products at CES 2012, along with a prediction by MIZCO President and CEO Albert Mizrahi that the year ahead will offer nothing but unlimited opportunities for increased sales and profits, both for the company and its retail partners. "Our fortunes, and those of our partners are directly tied to the fortunes of the mobile device manufacturers and their fortunes have never ever looked better or brighter."

After growing by more than 40% over the last two years, MIZCO International expects to double its sales by pursuing a strategy of designing truly innovative, high value added tech accessory products that are distributed through five strong and clearly differentiated brands by 2017: DIGIPOWER®, Cellular Innovations®, iESSENTIALS®, Ecko Unltd.®, and Travelocity®. In fact, the company is now one

MIZCO

iessentials **i^e**

EckoUnltd.

travelocity

DIGIPOWER

cellular
innovations

of the fastest growing accessory manufacturers in the industry and its DIGIPOWER® line of portable power solutions remains the number one selling line, according to NPD.

"Accessories allow consumers to individualize their mobile device to reflect their own unique personality," Mizrahi stresses. "We believe in the integrity of individual brands when it comes to meeting our customers' needs and our success in solidifying the power and appeal of each of our five brands is what is our annual revenue growth with a multiple that our competitors cannot match."

According to Mizrahi, most accessory manufacturers pursue a single brand marketing strategy and miss opportunities as a result. "An Ecko Unltd.® consumer" is very different from a Travelocity® consumer. They both share a love for mobile technology products, but their personalities require accessory offerings that feature different designs, colors, and materials.



“We tell our retail partners that we sell to at least five different types of consumers and our five brands allow them to profitably sell to each and every one of them. When you carry MIZCO’s brands, you have the potential to quintuple your base of sales and no other accessory manufacturer can make this promise.”



The Travelocity line of mobile tech accessories provide superior protection, storage and charging solutions for business and leisure travelers.

The company’s iESSENTIALS® brand appeals the millions and millions of Apple enthusiasts looking to fully dress up their Apple computers, iPhones®, and iPads®. The Cellular Innovations brand appeals to working professionals seeking to expand and enhance the functionality of their technology products at home and at the office. DIGIPOWER®, which remains the number one selling retail line of portable power solutions, appeals to true power fanatics who demand more and more juice to stay connected to their devices. Travelocity® is the brand for an enormous and slightly older audience of travel enthusiasts who wear their adventures like a badge of honor. Finally, ecko unltd®. speaks to young urban-minded creative consumers who always want to make an edgy statement about every part of their lifestyle.



iEssentials unveils a new series of cases, stands and accessories for the iPad 2 and new tablet devices.



The Ecko UNLTD. SOUND line of powerful, stylish mobile audio products delivers the unique design influence of Marc Ecko.

At CES 2012, MIZCO’s commitment to innovation and brand differentiation is evident everywhere. For starters, recognizing the uniquely distinct character of its Ecko Unltd.® brand, the company is spinning the brand off into its own booth that is a complete reflection and expression of the unique vision of Marc Ecko, who was very involved in the design of every element of the exhibit. At CES, Ecko Unltd.® will unveil a whole new line of speakers and earbud headphones that fuse together fashion and performance like never before.

DIGIPOWER® will debut an entirely new generation of portable power solutions, including the world’s first in-car wireless charger. Travelocity® will introduce a high-impact, multi SKU retail merchandising concept called ‘Power to Go.’ The iESSENTIALS® brand will unveil a whole new series of colorful accessories for the iPad 2 and iPhone®. Cellular Innovations will expand its extremely successful line of ToughTested™ accessories with the introduction of new professional grade in-vehicle chargers, over-the-ear Bluetooth® headphones, mobile phone cases, silicone cases, and a universal goose-neck in-vehicle mount for GPS devices and smartphones.



DIGIPOWER introduces the world’s first in-car wireless charging solution, as well as an at-home model.

“The purchase of a mobile device is just the beginning of a long term sales relationship with the consumer,” Mizrahi concluded. “By offering consumers multiple brands that feature highly individualized accessory offerings we are literally providing our retailers with the opportunity to sell multiple solutions to their consumers — to the benefit of all of us.” ■

New MIZCO Tough Tested™

Mobile tech accessories feature over-the-ear headphones, chargers, and smart phone cases

MIZCO has expanded its award-winning “Tough Tested™” line of heavy-duty, professional grade mobile technology accessories to include a new over-the-ear Bluetooth® Earpiece, a complete range of Smartphone Cases, and a Pro Car Charger. The new products are all designed, engineered, and manufactured to meet the exacting usage requirements of professional drivers and consumers looking for a line of mobile device enhancements that feature a rugged, heavy-duty design that can handle any abuse, from drops to dings, that everyday use might throw at them.

According to MIZCO Executive Vice President Sam Mizrahi, “In creating the Tough Tested product line, we incorporated the testimonials of professional drivers and contractors who spend long hours on the road, using their devices in the most extreme circumstances. Over the last year of marketing the Tough Tested series, we found that the same approach to design and manufacturing has a broad appeal to general consumers who push their mobile devices to the limit in their every day use. As a result, our newly expanded Tough Tested product line is equally at home on the road in a professional’s rig as they are at home in a family minivan!”

Drawing on the success and features of the over-the-head Tough Tested LYTE COMM 737 and PRO BOOM 747 Bluetooth headsets that were introduced last year, the line now features a miniature, over-the-ear Tough Tested Bluetooth Earpiece. The earpiece features a flexible and adjustable ear clip for the user’s comfort, as well as a rubberized, heat-retardant finish. Perfect for life on the road, the earpiece also features 10x noise cancelling technology, which reduces background noise by producing frequencies opposite to any external sounds such as wind and passing traffic, making them silent. The earpiece features the latest 2.1 Bluetooth software, seven hours of talk-time, 200 hours of standby power, and includes Home, Car and USB charging solutions.

The new Tough Tested Pro Car Charger features a 12-foot-long, high-gauge cord, that allows drivers to charge and use their smartphones and USB devices from anywhere in their vehicle. The high-gauge cord has been tested for ten pounds of weight resistance, to ensure its strength and durability. Finished with a heat retardant, rubberized coating, the Pro Car Charger



is available in models for the iPhone/iPod as well as micro-USB and mini-USB, allowing for easy on-the-go charging of all current phone models, GPS devices, and other mobile tech products. The Pro Car Charger features a 30-minute quick charge, and a 3-light charge indicator (power, charging and fully charged).

Tough Tested has also recently launched a complete range of Smartphone Cases, all made to endure the heaviest usage. Made of rugged and durable padded canvas, the Tough Tested Rugged Smartphone Cases feature multiple options for ensuring phones are secure in the case, including a Velcro-secured flap and snap buckle closure. Offered in Black, Digital Camouflage, Classic Camouflage or Khaki, the cases feature a steel belt buckle, complete with karabiner clip for securing cases to belts, pockets and more. The Workman Holster Case features a leather case that mounts onto a work belt and fits all smartphones. The Tough Tested Rubberized Impact Case features extra-thick and durable black silicone to absorb the impact for dropped phones and fits the iPhone4 and most popular smartphones on the market today. For the ultimate in smartphone protection, Tough Tested has introduced

the Duro Protection Case, featuring three layers of protection. The case is composed of an inner protective hard plastic shell with screen protector, a rubber shock absorbing middle layer, and an outer hard, protective shell that has a rotating belt clip holster.

Tough Tested has also brought to market a new Universal Gooseneck Mount windshield mount for smartphones, GPS devices, and satellite radio devices. The mount steadies the devices against shocks and vibrations generated by the vehicle’s movement while on the road.

The new products join the best-selling LYTE COMM 737 and PRO BOOM 747 Bluetooth headsets that feature 10X noise canceling technology, DSP dual mic technology, background noise reduction, and a 180-degree flex boom mic. Each model also delivers up to six hours of talk time and 250 hours of standby time. The headsets also incorporate a boom mic, adjustable mic stem, adjustable headband, call waiting, 3-way calling, voice activated dialing, one-touch call answer/end, as well as a USB Travel Charger and USB Cable. ■



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All Wireless All The Time

Mizco Offers Guarantee, Expands Portfolio

BY ANDREW BERG

Mizco International, a New Jersey-based supplier of wireless mobile phone headsets, accessories, as well as imaging and iPhone power solutions, is set to deliver on a game-changing guarantee that could have implications for the refurb business.

According to Mizco, it is introducing the industry's first guaranteed seven-to-10 day battery pack delivery program, which is backed by a 100 percent customer satisfaction warranty.

Isaac Mizrahi, executive vice president of Mizco's Cellular Innovations brand, pointed to several critical components that enable the division to offer such assurances.

"The engineering, manufacturing and logistical support infrastructure we have created now enables us to offer a two-part guarantee that should provide our refurbishing clients with unmatched peace of mind," Mizrahi said in a statement.

Effective immediately, Cellular Innovations is guaranteeing that every battery pack order will be delivered within seven to 10 days of receipt of the customer purchase order — regardless of the order's size or composition.

"Our state-of-the-art manufacturing center in Shenzhen, China, can produce 3 million battery packs per month. What's more, we can produce more than 2,000 battery pack types, all CE approved and all



Mizco has expanded its line of Bluetooth h headsets.

compliant to the original manufacturer's standards — something no other company can duplicate," Mizrahi asserted.

Taking the seven-to-10 day delivery guarantee one step further, Cellular Innovations is also offering a blanket 100 percent customer satisfaction warranty that assures customers of a zero failure rate on all battery packs. If for any reason a customer is dissatisfied with their product upon delivery, he or she can return it to Cellular Innovations with no questions asked.

Additionally, Mizco has expanded its line of Bluetooth headsets. Mizco announced the addition of seven new models to its 2010 line-up, some incorporating A2DP stereo audio streaming, remote music controls and background noise canceling functions as standard features.

All of the new Mizco headsets are on display at Mizco's booth on the CTIA show floor this week. ●