

# Protect, enhance, power: LASER rolls out iRange! iPad accessory range

Sydney, Australia, June 10, 2010 – LASER Corporation, an IT and consumer electronics accessories company, today announced its roll out of new iPad accessories to its iRange! brand of products. The iPad accessories range is specifically designed to protect, enhance and power the Apple iPad.

Hitting the retail shelves first will be a series of LASER iPad protection accessories including silicone skins, sleeves and classic and patterned cases which also double as a stand, available in a variety of colours and styles. All LASER iPad protection products will be accompanied with a bonus screen protector, in essence scratch proofing the device's display.

Soon to be released are a range of accessories that enhance and power up the iPad which will include a selection of docking stations, desk stands, speakers, chargers, external batteries, in-car mounting kits and much more.

Dina Murphy, General Manager – Sales at LASER Corporation, said, "Consumers are going all out for the new Apple iPad, with over 50,000 sold in Australia already and two million worldwide since its release. Protection and enhancement accessories will be must haves for savvy Australian iPad users to complement this innovative gadget."

"Dedicated to Apple products, the LASER iRange! currently supports accessories for the iPhone and iPod ranges. Adding accessories for the iPad was a natural addition to the iRange," said Dina.

LASER iRange! iPad accessories have been designed to enhance the versatility of the iPad and allow users to uniquely customise their personal device to suit their own style for a reasonable price. Available now through selected retailers.

RRPs inc GST:

Protection Grip - AU\$34.95

Classic Case - AU\$44.95

Pattern Case - AU\$44.95

Protection Case and Stand - AU\$49.95

## About LASER Corporation

LASER Corporation is an IT and consumer electronics accessories company established in Australia over 20 years ago. A leading challenger brand, LASER products are the value brand of choice and can be found in a range of retail mass merchants and the dealer and IT market. Furthermore and core to its business, LASER offers end-to-end OEM solutions with LASER Private Label. LASER Corporation's head office is based in North Ryde, Australia, with offices in New Zealand, China and Hong Kong. For more information, visit [www.laserco.com.au](http://www.laserco.com.au).

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