



Client:



Pacific Design

www.pacificdesign.com

Reader Impressions to Date: 20 million



Markets Targeted:

- Travelers
- Business professionals and entrepreneurs
- Male and female general consumers
- Recreational enthusiasts
- Gadget gurus
- Mobile professionals
- Gift buyers
- iPod enthusiasts
- College students
- Resellers
- Gamers (new channel in June '06)

Types of Media Targeted:

- Men's and women's consumer lifestyle
- Travel & leisure
- Inflight airlines magazines
- Small business and business
- PC/Technology, mobile computing
- Outdoor/recreational/urban lifestyle
- Generation X
- Newspapers (travel, lifestyle, gift guide and similar beats)
- Television (Tech TV, Gadget Talk, fashion shows, travel shows)
- Music trade and consumers
- Reseller trade magazines

Goals:

- Build brand awareness of the Pacific Design label.
- Establish an association of the Pacific Design brand with high quality and durability.
- Attract additional resellers.
- Build customer sales and sales channels.
- Increase overall publicity of company, its products and its management.

Publicity Overview by Market Segment

Airline In-flight & Travel Magazines:

- Air Tran Arrivals: June/July issue 2004
- Air Tran Arrivals: February 2005
- American Way Magazine: June 2004
- Continental Magazine: May 2004
- Delta Shuttle: June 2004
- Travelore Report: January 2005
- Wild Blue Yonder In-Flight TV: July 2006
- Wild Blue Yonder Magazine: June 2006

- Mobile PC Magazine: May, June and July issues 2004
- Mobile PC Magazine: October 2004
- Mobile PC Magazine: December 2004
- MusicPro: September 2004
- Now Playing: April 2005
- PC Gamer: December 2004
- PC Magazine: April 2005
- PC World: July 2006
- Pen Computing: Jan 2006
- Playlist: January 2005
Playlist: July 2006
- Pocket PC: January 2005
- Technology Magazine: April 2004

Mobile Technology Magazines (consumer and b2b):

- About.com
- ComputerEdge: March 2006
- Computer Shopper: Fall 2004
- Handheld Computing: April 2005
Handheld Computing: March 2006
- Landline: August 2006
- Laptop: September 2004
Laptop: August 2004
Laptop: December 2004
Laptop: December 2005
- MacAddict: April 2005
- MacDirectory: December 2004
MacDirectory: Feb 2006
- MACHome: July 2004
- MacHome: December 2004
MacHome: May 2006
MacHome: June 2006
- Maximum PC: December 2004





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Publicity Overview by Market Segment



iPod Media Fan Base:

- Applelinks
- Applematters
- AppleProAudio
- Computing Unplugged
- Designtechnica.com
- DeveloperShed
- Gearlive
- Gearlog
- GoGirl.com
- Ipodgarage.com
- Ipodlounge.com
- ipodobserver
- Ipodtude.com
- iProng
- Macnewsworld
- Macobserver
- Macsimum News
- MacNN/ipodnn
- Powerbookcentral

Gaming

- Extreme PSP: July 2006
- Hardcore Gamer: August 2006

Business:

- Canadian SOHO: July 2006
- Educational Dealer: August 2006
- Incentive: November 2004
- Meetings & Conventions Magazine: November 2004
- Meetings & Conventions Magazine: June 2006
- Michigan Meetings & Events: October 2004
- New England Corporate Events: August 2004
- New England Corporate Events: August 2006
- Small Business Times: December 2004
- Small Business Digest: December 2004
- Smart Meetings: January 2005
- Texas Meetings and Events: July 2006

Consumer:

- Alternative Press: December 2004
- Austin Woman: May 2004
- BPM: Electronic Lifestyle: June/July issue 2004
- Budget Living: December 2004
- Courier and Press Newspaper: January 2005
- Edge Magazine: March 2006
- ePregnancy: March 2005
- ePregnancy: April 2006
- Health: January 2006
- Hispanic Magazine: August 2004
- Lucire.com: May Mother's Day feature
- New Jersey Record Newspaper: December 2004
- Razor: September 2004
- Real Magazine: May 2004
- Rockland Magazine: May 2006

Consumer:

- St. Paul Pioneer Press
- Today's Black Woman: July 2006
- Web Monkey: August 2006

College and Parenting (off to college; back to school):

- Carolina Parent: December 2004
- Charlotte Parent: August 2004
- CollegeBound Teen: December 2004
- CollegeBound Teen: February 2005
- Indy's Child: November 2004
- Indy's Child: December 2004
- Los Angeles Family: December 2004
- Las Vegas Family: December 2004
- Piedmont Parent: August 2004
- Santa Clarita Family: December 2004
- U: The College Magazine: March 2004
- U: The College Magazine: December 2004
- Ventura Family: December 2004

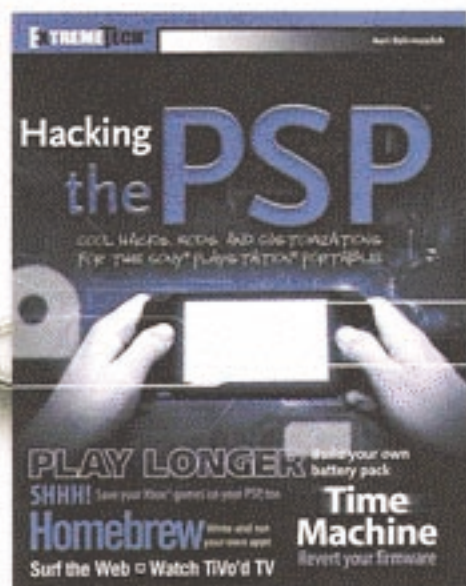
Griffin **iTrip PSP**

• FM Transmitter • Price: \$49.99

Griffin's iTrip is an interesting little transmitter. It does exactly what you'd expect it to do: it transmits the sound from your PSP to a nearby FM radio. It features the full range of FM channels for easy tuning, which is a boon in this day and age of anyone with a little money having his own FM station. Tuning is a snap, and so is locking in specific channels. Reception is generally clear, all things being equal. The iTrip is specifically designed to fit snugly onto the bottom of your PSP, complete with pass-through ports for earphones and the AC adapter. It even features the same texturing as the top of the PSP, lending it a nice bit of style.



Features
Digital display
PSP-style design sense
88.1-107.9MHz



ExtremeTech **Hacking the PSP**

• by Auri Rahimzadeh • Tech Guide • Price: \$24.99

Hacking the PSP is an interesting read on a number of levels. First, writing what amounts to an enthusiast tech manual on a still-evolving bit of hardware is no mean feat. You have to keep track of firmware updates and hardware changes that could easily invalidate your work. The author handles this nicely in the introduction to Chapter 1 as he details the easiest way to gain access to a hackable PSP. Is some of the information out of date? Well, yes, but it's still a good read.

The book covers everything from hardware hacks to software hacks to simple tips and tricks. If you want a step-by-step guide to opening up your PSP or controlling WinAmp, it's all in here. You can even create a car mount for your PSP for those long trips. The book runs the gamut from hardcore hobbyist behavior (firmware downgrading) to giving you common sense hints on how to get the most out of your system. If you've been looking for a good guide, pick it up.

Features
Step-by-step
Illustrated guides
Easy-to-read writing style
In-depth details

Pacific Design **Sony PSP Gaming Flip Case**

• Case/Storage for PSP • Price: \$29.99

This case is good for those of you who hate to end up with a scuffed-up PSP. The top of the Flip Case folds down and over the PSP's screen, protecting it and the back of the PSP from wear and tear. The case is made of a material that feels like leather but isn't, and has a sturdy backing. The magnetic clips that hold the case closed and give you access to the UMD slot are a very nice touch. The side portions of the cradle seem like they're placed just a little bit too close to the Circle button and the D-pad, but they don't actually impede gameplay at all. The UMD slot on the cover also manages to avoid scuffing your screen by resting the tip of the UMD on the cradle or on the PSP logo at the bottom of the system. This is a top-notch case.



Features
Stores one UMD
Protects the PSP's screen
Magnetic Closure



New from

Nikon

Nikon's Coolpix S6 which provides 6.0 megapixel resolution, 3x Zoom Nikkor ED lens with a range of 35-105mm and Pictmotion technology. Users can select favourite images, movie files and styles, and then select one of five pre-installed music files, or add their own music (via Picture Project for Windows only) to produce a show. These shows can be played back on the large 3.0-inch LCD monitor. The One-touch Portrait button gives you direct access to Face-priority AF that automatically detects human faces anywhere in the frame to get them in focus. In-Camera Red Eye Fix corrects the red-eye effect, while D-Lighting corrects improperly exposed shots by adding light and detail where necessary. It also has Wi-Fi capability and allows users to send images wirelessly to a computer as soon as they are taken or to transfer all images stored in memory to computer in one step. The Coolpix S6 supports cable-free printing, enabling images to be sent directly to PictBridge-compatible printers without using a computer. Visit www.nikon.ca.



ON A ROLL

Pacific Designs Rolling Lite laptop case is one of the lightest and most compact business rolling cases available at only 2.7 kg. Full featured organization, protection and easy-access storage, including two places to store your laptop. In addition, it features a two-position single arm trolley handle, removable cable storage pouch and optional shoulder strap. It's compact enough to fit under most airline seats. Meets all international airline carry-on requirements.

Visit www.pacificdesign.com or call 888.797.8755



Speak **SPANISH** for **SUCCESS**

Between 1980-2040 the world's Spanish-speaking population will increase by about 103 per cent according to the United Nations. About 538 million people will have Spanish as a first language. English is still leading the interest for those who want to learn a foreign language, and Chinese Mandarin keeps its first position as the world's most spoken language - 1,000 million native speakers. However about 68 per cent of the students who take Spanish, make this decision for job-related reasons. For immersion programs visit <http://www.funtimeinspain.com>.



Mouse Wash

Stop the spread of infection with a washable keyboard and mouse. Unotron has introduced its SpillSeal and SteriMax technology to their product line. The materials allow these products to

be immersed and disinfected by commercial-grade detergents and anti-bacterial agents. Visit www.unotron.com or call 800-381-5817.

Mobile Devices

iPod 5G Grandstand Case

Written by Rich Smith

2006-07-26

Just when we thought we saw every iPod case imaginable, Pacific Design breaks the mold and comes out with a new innovation. For those of us with a 5G iPod (especially the iPod Video), this case not only protects your iPod from harm, but it includes an integrated stand, to make viewing of your content easier.



The iPod case in question is the new Pacific Design iPod 5G Grandstand. Imagine setting your iPod on the table in front of you, and watching the latest episode of Lost, without having to find some silly way to wedge it into a standing position so you can see it.

Before opening our review sample, let's take a look at the specs for the product from Pacific Design's website.



Available colors	Carbon Black, Rich Brown, Precious Pink, Leaf Green, Turquoise
Material	Genuine leathers and faux leathers – material varies with model Genuine LEXAN® screen protection built-in
Features	<ul style="list-style-type: none">• Slim design fits your iPod 5G/Video like a glove

Dev Hardware

	<ul style="list-style-type: none">• Case folds out to create stable tripod stand• Full access to all buttons and ports in the case including the sync port on the bottom of the player• Flip case style protects screen both in use and in idle• Multi-use soft clip on back snaps onto belt, backpack strap, or purse• Fits 30GB 5G/Video iPod; 60GB 5G/Video iPod
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The product arrived in the manner in which we always receive Pacific Design's products: a distinctive cardboard container. Opening the container, we are greeted with our new Grandstand.



The first impression I got of this product is how well made it is. The stitches are nice and tight, and uniformly spaced. The material is of high quality. There are no blemishes from manufacture, handling, or shipping. It's very well made, indeed.



The above picture shows the front of the Grandstand. You will undoubtedly notice that the flap that comes over the top only covers about 75% of the top. The space left uncovered is to accommodate the headphone jack.



Opening the case, you can see the snaps that hold the case shut. These snaps are magnetic, and need force to snap them together. I'm sure you noticed that the base has two snaps, and the flap only has one. The use for the second snap will become apparent later.



Here is the case completely extended. The case ships with a plastic white iPod replica; I assume it helps the case keep its shape. In the bottom flap, which covers the front of the iPod when closed, is a small pocket, about the right size to hold an ID, money, or a credit card.

Okay, now that we have a pretty good idea of how the case is put together, let's put my iPod in it and see how it works.



Here's my iPod sitting next to the Grandstand. The case seems to be perfectly proportioned to fit my 5G video. As a note, the pocket where the iPod is inserted is designed to be able to stretch, so if you have a thicker iPod, it will still fit. I have a 30 GB myself.

Dev Hardware



When the iPod is installed, you still have access to the bottom jack whether the case is still open, or completely closed.



And as you can tell from the above picture, the headphone jack stays exposed also, allowing you to listen to your iPod whether the case is open or closed. But enough of the expected features, let's take a look at what makes this case different from all the other available iPod cases.



Dev Hardware

By bending both flaps behind the iPod, and attaching the snap on the flap that normally folds over the case to the second (and previously unused) snap, you create a semi-rigid triangle, as seen above. This basically makes the case into a stand that holds your iPod at an angle, so you can view the screen comfortably even if you aren't holding it.



From the above pic, you can see my iPod's menu as it sits on the workbench in front of me. You can also see how the window in the case is perfectly sized to match the 5G iPods, and how the opening for the click-wheel is perfectly placed.



And finally, a snapshot of my iPod playing an episode of "Lost." I'm now able to do this without having to hold the iPod in my hand, or be next to a wired charging cradle.

Pacific Design has come through once again, with a case that stands out in an industry where many cases exist. This is my new favorite, and an upgrade from the neoprene case I used before.



So once again, the time has come for the ups and downs for this product. And without further ado:

Ups:

- Well made.
- Comes in a variety of colors.
- iPod fits securely.
- Has built-in stand.
- Access to bottom and top ports when the case is open and closed.

Downs:

- When case is closed, no access to controls.

Based on the above things, and just the overall quality of the case, I'm giving it a score of 9 out of 10, and Dev Hardware's recommended award. I would definitely recommend this case to someone who was looking for a case for their 5G iPod, and didn't need access to the controls. For viewing the Video iPod, this case is perfect!



I would like to thank Pacific Design for sending us the iPod 5G Grandstand case. If you have any questions about the Grandstand, or any of Pacific Design's other products, visit their website at http://www.pacificdesign.com/pac_iPod5g_grandstand.html.