



BioLogic Press Release

BioLogic SportCase Wins 2015 Computex Design and Innovation Award

iPhone case combines robust protection with a versatile mounting system

Taipei, Taiwan – May 5, 2015 — BioLogic, a specialist in urban cycling gear, today announced that the BioLogic SportCase iPhone case has won a 2015 Computex Design and Innovation award. Held annually, Computex is the largest ICT trade show in Asia and the second largest in the world.

Extending connectivity into more areas of daily life, the SportCase combines robust protection with an integrated mounting system that doesn't add thickness to the case, making it ideal for everyday use.

"People want to keep their phone at hand, whether it's on a bike, in the car, on a motorcycle, working out at the gym, or running behind a jog stroller," said Eric Mah, BioLogic Brand Manager. "The SportCase, with the incredibly versatile AnchorPoint mount, opens up all of these possibilities."

Standard tripod mount compatibility means the AnchorPoint works with a broad range of mount systems including car windshield suction mounts, RAM-style motorcycle mounts, camera tripods, and even selfie-sticks. Many of today's electric bicycles feature smartphone connectivity. The SportCase is an easy way to integrate a smartphone into the cockpit of an electric bicycle.

"Imagine a world where you unlock a bike-share bike just by mounting your phone," continued Mah. "We are encouraged that our SportCase can be part of new smartphone-based solutions to make cycling safer, more enjoyable and more closely integrated with transportation networks."

The 2015 Computex d&i competition saw 271 entries from 7 countries with 73 products selected as winners. The SportCase will be displayed at the Computex show along with other d&i winners and in booth G0523, Hall 3, 1F. Computex 2015 runs from June 2-6.

The SportCase has an MSRP of US\$34.95 / €34.95 and is available in sizes for iPhone 6 and iPhone 6 Plus with a range of color options through BioLogic dealers worldwide and www.premiumbikegear.com.

BioLogic offers a full line of weather protection cases for smartphones including the WeatherCase, Bike Mount, Dry Bag and Hard Case.

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BioLogic SportCase™

SportCase photos

<http://photos.ternbicycles.com/p634485526>

SportCase video

<http://youtu.be/yLEuOdeXt30>

SportCase product webpage

<http://www.thinkbiologic.com/products/sportcase>



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About BioLogic

At BioLogic our mission is to get more people cycling for everyday transport by developing gear that makes cycling safer, more comfortable, and more convenient. BioLogic is committed to sustainable systems, and donates at least 1% of net profits every year to various social and environmental causes.

<http://www.thinkbiologic.com>

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