



ZUM™ SC ULTIMATE - A TRUE “SMART” BACK PROTECTIVE iPad 2 COVER

HOUTSON, TX – April 12, 2011, ZUM™ – A leading maker of premier accessories and innovative solutions for Apple products, announces its latest iPad2 and Smart Cover solution, the ZUM™ SC ULTIMATE™ equipped with it's very own SMART COVER LOCK™.

The ZUM™ SC ULTIMATE addresses the accidental detachment issues that iPad2 users experience with the magnetic Smart Cover. The magnets on the Smart Cover detach itself at oblivious tugs and pulls during everyday use. To resolve some of these problems, ZUM integrated an interlocking mechanism into ZUM's very own back protective cover called the SMART COVER LOCK™.

Inspired by a 5 year-old, William, the son of ZUM's Chief Product Designer, decided to grab the iPad2 off the dining table latching on to the Smart Cover. When the iPad2 flung off the table, the Smart Cover detached itself and the iPad2 dove towards the ceramic floor. Coincidentally, a close friend of the designer, Alfred Cheung, a Hong Kong film director, shared the incident on his blog along with the fact that he too suffered the same experience with his iPad2 just a few days before. The blog responses from other iPad 2 users had many similar stories regarding the same type of detachment accidents. Simply put, the two put their heads together to produce the ULTIMATE case for the iPad2 as a solution for these types of detachment accidents. Oddly, what started out literally as an accident birthed the ZUM™ SC ULTIMATE with the SMART COVER LOCK™.

The innovative product solution of the SMART COVER LOCK™ and ZUM SC ULTIMATE™ integrates the iPad2 and Smart Cover forming a unibody mechanism allowing the iPad2 to swing without the fear of magnetic detachment creating exceptional functionality and peace of mind.

At 1 mm diameter thick and weighing a mere 2 ounces, the clear case sports a stylish precision fit that protects and retains the brilliant look of the iPad2 and comes in 5 clear colors to choose from: Baby Blue, Honeysuckle Pink, Neon Orange, Black Pearl and Frost.

The ZUM™ SC ULTIMATE™ has received very positive reviews from across the globe and is an exceptional product to be used along side the Smart Cover for the ULTIMATE iPad 2 enjoyment. Suggested retail price is US \$34.99 and is available at Apple Premium Reseller Networks.

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