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## Lowepro helps photographers shoulder the load with new Cirrus line of digital camera bags

Designed for maximum shock absorption & comfort, Cirrus line enables any photographer to carry equipment all day using extra-wide shoulder strap and curved, easy-grip handle

Lowepro, the worldwide leading provider of protective cases and backpacks for imaging and technology products, recently released its new **Cirrus** line of shoulder bags, designed for compact, pro-compact digital cameras and digital SLRs. For any photographer, from hobbyists to professionals, the **Cirrus** series provides maximum protection for the latest digital cameras and optimal comfort and accessibility. The **Cirrus** line of shoulder bags is available in four models: **Cirrus 100**, **110**, **120** and **140**, each maintaining a shock-absorbent foam construction, extra-wide shoulder strap and easy-grip handle.

Designed for the newest digital cameras, the **Cirrus** series easily protects both camera and lens from outside elements. The closed cell foam construction, close-fitting padded interior and dust-reduction reversed zippers shield cameras and LCD screens from damaging dust and scratches. The exterior of the bags are constructed of rugged water- and abrasion-resistant fabric to provide durability and style. Efficiently designed for rapid accessibility, the **Cirrus** series contains built-in media storage for storage of essential cords, batteries and memory cards. Adjustable shoulder strap, padded handles and a belt loop present a variety of comfortable carrying options that enable users to easily handle their camera equipment all day whether on holiday, at an important event, or casually shooting outdoors.

“The arrival of the **Cirrus** line of shoulder camera bags reflects Lowepro’s ongoing dedication to photographers by delivering products with the highest level of protection for the very latest digital cameras,” said Paul Gibbs of Maxwell International Australia. “The **Cirrus** series provides consumers with a carrying option that offers complete protection and convenient access enabling them to capture treasured moments at weddings, family reunions and all the other events popping up on busy social calendars.”

**Cirrus 100** has been developed to protect one compact digital camera or ultra-compact video camera. In addition, the front accessory pocket holds batteries and the media storage pocket provides quick access to one memory card.

**Cirrus 110** protects one digital SLR with short lens attached and multiple memory cards.

**Cirrus 120** protects one digital SLR with short zoom lens attached, plus one additional lens or flash unit, as well as cables, batteries, memory cards and other accessories.

**Cirrus 140** holds one digital SLR with a full zoom lens, plus one additional lens or flash unit and accessories.

Images downloadable from  
<http://highres.maxwell.com.au/lowepro.html>



## Dimensions

<b>Cirrus 100</b>	External	17.5 W x 13 D x 18 H cm
	Internal	14.5 W x 9.5 D x 12.5 H cm
<b>Cirrus 110</b>	External	20.5 W x 14.5 D x 19 H cm
	Internal	17.5 W x 9.5 D x 14 H cm
<b>Cirrus 120</b>	External	23.5 W x 16 D x 20 H cm
	Internal	20 W x 11 D x 15 H cm
<b>Cirrus 140</b>	External	26 W x 16 D x 21 H cm
	Internal	22.5 W x 11 D x 16 H cm

## Recommend Retail Prices

<b>Cirrus 100</b>	available in Black, Ultra Marine Blue	RRP \$35.00
<b>Cirrus 110</b>	available in Black, Ultra Marine Blue	RRP \$39.00
<b>Cirrus 120</b>	available in Black, Ultra Marine Blue	RRP \$42.00
<b>Cirrus 140</b>	available in Black, Ultra Marine Blue	RRP \$48.00

## About Lowepro

Lowepro founder Greg Lowe established the company's reputation for quality and innovative design in 1967 when he created the world's first internal-frame backpack in his Colorado garage. More than 40 years later, Lowepro is continuing to revolutionise the industry with pioneering design and superior quality with the most extensive line of protective carrying solutions for photographic and electronic equipment including products for cameras, camcorders, notebook computers, imaging accessories and portable consumer electronics.

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