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## **PROTECT THAT NEW DIGITAL VIDEO CAMERA! LOWEPRO INTRODUCES THE CLIPS SERIES OF SHOULDER BAGS**

*Designed for today's digital video cameras, the **Clips Series** provides easy access to equipment and accessories with maximum protection from the elements.*



**Maxwell International Australia** and **Lowepro** the worldwide leading provider of protective cases and backpacks for imaging and technology products, today unveiled a new line of shoulder bags – the **Clips series** for **digital video cameras**.

Designed for today's compact and technologically-advanced digital video cameras, the **Clips** series was created for durability and style, providing a comfortable and accessible storage solution that protects equipment from dirt, dust and other potentially damaging elements. With the ability to easily carry a video camera and all of its necessary peripherals all day or throughout an entire vacation of shooting, the **Clips** series ensures that the most important moments are never missed.

"Consumers buy digital video cameras to make sure their most precious memories are captured and the last thing they want is to miss something as they fumble with their camera bag or have damaged equipment right at that perfect moment." says Paul Gibbs, Marketing Manager at **Maxwell International Australia**. "We've designed the lightweight and comfortable **Clips** series of digital video camera bags to provide quick and easy access to everything a videographer might need, while ensuring excellent protection."

Available in four models – the **Clips 100, 110, 120** and **140** -- each shoulder bag contains a unique pivoting main compartment that enables rapid access to the camera, while the main exterior pocket provides a dedicated tricot-lined compartment ideal for storing and protecting sensitive DVD-R and miniDV media. **Clips** bags are built with dust-reduction reversed zippers and a tough, water-resistant outer fabric, helping to keep out dust, dirt, sand, moisture or other



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elements that could scratch or damage equipment. On all models **110** and above, **Clips** contains an adjustable padded divider for additional protection and a customised fit. Finally, the **Clips** adjustable shoulder strap and padded handle offers a variety of comfortable carrying options that allow users to effortlessly keep their video camera with them all day long. Available in black and arctic blue, the **Clips** series of shoulder bags have the following dimensions:

- Clips 100:** External: 17 x 18.5 x 13 cm  
Internal: 12 x 7.5 x 14.5 cm  
Weight: 200 Grams
- Clips 110:** External: 22.5 x 15 x 16.5 cm  
Internal: 16 x 8 x 12 cm  
Weight: 300 Grams
- Clips 120:** External: 25 x 15.5 x 19 cm  
Internal: 18.5 x 8.5 x 15 cm  
Weight: 300 grams
- Clips 140:** External: 28 x 18.5 x 18.5 cm  
Internal: 22 x 11 x 14 cm  
Weight: 400 grams

Available from all leading camera stores throughout Australia, the **Lowepro Clips** series retails between \$35.00 and \$45.00 (depending on size). For further information please visit [www.lowepro.com.au](http://www.lowepro.com.au)

### **About Lowepro**

**Lowepro** founder Greg Lowe established the company's reputation for quality and innovative design in 1972 when he introduced the world's first foam-padded, soft-sided camera bag. More than 40 years later, **Lowepro** is continuing to revolutionize 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.

**Lowepro** products are distributed in more than 90 countries around the globe through photo, outdoor, computer, consumer electronic, mail order and online resellers, in addition to OEM partnerships. **Lowepro** Corporate Offices are located in the United States, Canada, the United Kingdom, Australia and Germany. For more information about **Lowepro** or **Lowepro** products, visit [www.lowepro.com](http://www.lowepro.com)

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