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Secure your gear on the flipside! Lowepro introduces new 'flipside' camera backpack to provide safe and easy access to digital imaging equipment

Compact backpack carries D-SLR with attached lens, 1–3 additional lenses and peripherals; provides secure access for photo enthusiasts on the move

Lowepro, the worldwide leading provider of protective cases and backpacks for imaging and technology products, recently announced its new **Flipside** series of camera backpacks, providing a secure and comfortable carrying option for a digital SLR camera with a lens attached along with additional lenses and accessories. The **Flipside** line of compact backpacks is ideal for photo enthusiasts who carry their cameras wherever life might take them. This compact line of backpacks is available in two models, **Flipside 200** and **300**, and both feature a trim, lightweight design providing back-panel access to camera gear, ensuring equipment will be safe and protected.

Flipside backpacks are stylish and slender, therefore great for 'on the go' activities, anyone after a slim, ergonomic case will benefit, great for snow skiers, cyclists, bush walkers and the like.

The **Flipside** line of camera backpacks has been designed to provide peace of mind while photo enthusiasts are on the go, whether they are out on assignment, on holiday or just shooting with friends and family. This unique line of backpacks features a back entry that provides easy access to all areas of the main compartment as well as extra security when worn. The main compartment of the **Flipside 200** accommodates one digital SLR with 80–200 mm f/2.8 lens attached plus 1–3 additional lenses or flash units, while the main compartment of the **Flipside 300** accommodates one pro digital SLR with 300mm f/2.8 lens attached plus 1–3 additional lenses or flash units.

Both **Flipside** models feature outer storage panels to centralise accessories and personal gear for easy access and a hideaway tripod holder that carries a compact tripod or monopod. A removable accessory pouch enables users to carry cables, chargers, manuals and other peripherals when they need them and leave accessories behind when they don't. The durable, water-resistant outer fabric protects equipment against moisture and scratches and a detachable waist belt plus an adjustable sternum strap provide a customisable fit for lightweight comfort.

"The Flipside line of compact backpacks is an ideal carrying solution for photo enthusiasts running between shoots or while travelling to capture their next shot," comments Paul Gibbs, Maxwell International Australia. "Providing comfort and secure carrying solutions for equipment is at the heart of every line we create and Flipside's slim design enables photographers to comfortably carry everything they need with quick and convenient access. When carrying the Flipside and other Lowepro bags, photographers can be assured that when they reach for their equipment there won't be any surprises."

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



Additional features of the **Flipside** line include SlipLock™ accessory loops that expand carrying capabilities via SlipLock™ compatible pouches and a mesh side pocket to keep a water bottle, mobile phone or other items accessible. The detachable waist belt and adjustable sternum strap stabilise the pack and distribute weight evenly ensuring a comfortable and secure fit for photo enthusiasts keeping up with the most rigorous of schedules.

Dimensions

Flipside 200	External	21.8 W x 15.7 D x 42 H cm
	Internal	17.8 W x 12.6 D x 38 H cm
Flipside 300	External	25.8 W x 17.4 D x 44.5 H cm
	Internal	23 W x 13.8 D x 40.5 H cm

Recommend Retail Price

Flipside 200 available in Black, Arctic Blue, Red RRP \$105.00

Flipside 300 available in Black, Arctic Blue, Red RRP \$119.00

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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