

Sydney – July 2009

Toploader Pro AW for a fast-paced shooting style

Designed for professional photographers, inside and out, Lowepro's new Toploader Pro AW is built for fast-paced shooting

Lowepro, a product design company that builds protective gear for photography equipment and portable electronics, announces the launch of its newest toloading camera bag series. **Toploader Pro AW** is built for the pro who requires fast access, agility and flexibility while on assignment.

The contoured, asymmetrical shape of **Toploader Pro AW** follows the lines of a pro DSLR camera for a snug, protective fit. Complementing this lean profile is the side opening with easy-grip access; the camera sits sideways, making it easy to grab, shoot and put back. Lowepro's quick-release buckle allows the photographer to close the bag without zipping it, enabling fast access plus security while on the move.

Lowepro's design team consulted with pro photographers who work in fast-action environments as they created **Toploader Pro AW**. The result is a nimble, easy-to-wear solution that performs in all types of scenarios – from downhill skiing to hanging from a helicopter to covering a bicycle race. The bag can be worn three ways to accommodate several shooting styles: holster-style over the shoulder with the 3-point harness system, with a belt system such as Lowepro's **Street & Field™**, or with Lowepro's **Topload Chest Harness** (both sold separately).

"The 360° All Weather AW Cover™ is a great example of a Lowepro inventive detail that adds protective confidence to a high-performance bag," says Paul Gibbs, Senior Product Manager at Maxwell International Australia. "It allows you to easily work out of the bag while your gear stays safe from the elements," he added.

Additional features designed to keep things fast and smooth include:

- large, U-shaped zipper pulls that are easy to grasp, even with cold, wet or gloved hands
- top pocket and mesh side pocket to stash sunglasses, accessories and small personal items
- Lowepro's exclusive SlipLock™ attachment system for expanding carrying options
- built-in key clip
- adjustable divider system to secure grip and allow storage of a smaller lens.

Toploader Pro AW bags come in three sizes and work with Lowepro's **Topload Chest Harness** (sold separately), offering hands-free access while on the job.

Designed for the outdoor, adventure, sports and travel photographer who needs to work fast and light, Toploader Pro AW camera bags provide the ideal solution with a compact, modern profile and a high-performing set of useful features.

These images and more available from <http://highres.maxwell.com.au/lowepro>



Availability

Toploader Pro AW series is instore now.

More information

phone 1300 882 517
email sales@maxwell.com.au
web www.lowepro.com



Dimensions, fit and RRP

Model	Exterior dimensions (cm)	Interior dimensions (cm)	Fits	RRP
Toploader Pro AW 65	20.3 x 20.3 x 22	17 x 17 x 19	Pro DSLR with grip and wide-angle or standard fixed lens attached (14mm f/2.8 or 50mm f/2.8); accessories	\$135.00
Toploader Pro AW 70	20.5 x 20.3 x 26.3	17 x 17 x 21	Pro DSLR with grip and standard zoom lens attached (24-70mm f/2.8 or 14-24mm f/2.8); accessories	\$149.00
Toploader Pro AW 75	20.3 x 20.3x 32.5	17 x 17 x 29	Pro DSLR with grip and 70-200mm lens attached; accessories	\$165.00

About Lowepro

Lowepro founder Greg Lowe established the company's reputation for quality and innovative design in 1967 when he introduced the world's first internal-frame backpack. More than 40 years later, Lowepro continues 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.

Lowepro products are distributed in more than 100 countries through photo, outdoor, computer, consumer electronic, mail order and online resellers, in addition to OEM partnerships. Lowepro offices are located in the United States, Canada, the United Kingdom, Australia, Switzerland and Germany.

For more information about Lowepro products, visit their website www.lowepro.com