



Sales Tel: 1300 882 517  
Fax Sales: 1300 882 519

Maxwell International Australia Limited

Unit 6, 11-21  
Underwood Road  
Homebush NSW 2140  
Australia

Internet: [www.maxwell.com.au](http://www.maxwell.com.au)

April 2007

## LOWEPRO UNVEILS THE VERTEX LINE; IDEAL FOR PROFESSIONAL PHOTOGRAPHERS SHOOTING IN RUGGED OUTDOOR ENVIRONMENTS!



**Maxwell International Australia** and **Lowepro**, the worldwide leader of protective cases and backpacks for imaging products, notebook computers and personal electronics, is proud to announce the arrival of the **NEW Vertex series** of premium backpacks designed for the serious adventure bound photographer or sports journalist.

The **Vertex Series** is uniquely designed to deliver maximum comfort with minimal bulk and is capable of carrying **1-2 Digital SLR cameras, a large 35mm Format System, lenses, tripods and notebook computer, a flash and digital accessories** making it the perfect solution for professional photographers on the go! Each product contains a **rugged exterior design** with **water resistant zippers** and a **seam-sealed Lowepro All Weather Cover™** that protects gear even in the most strenuous outdoor environments. The **Vertex** series comes with an **adjustable harness system**, making it the most **comfortable, durable and secure backpack** for today's most spirited digital photographers.

Exterior features include the **All Weather Cover, Lowepro's adjustable Glide-Lock™ accessory attachment system** for securing tripods and other outdoor accessories, **two outer pockets** for memory cards and filters, plus a **mid-pocket** which is large enough for most notebook computer models. The **Vertex** is also detailed internally with **adjustable padded dividers** with side **velex-lining** and **additional accessory pockets**.



40<sup>th</sup> ANNIVERSARY

For further information, images and for test/loan products please contact:  
**Impressions Marketing Communications – Amy Martin**

t) 02 9492 1915 m) 0416 182 649 e: [amy@impressionsmc.com.au](mailto:amy@impressionsmc.com.au)



40<sup>th</sup> ANNIVERSARY

"Lowepro is keenly aware of the challenges professional photographers meet each day when shooting in rigorous outdoor environments and we've designed the **Vertex bags** with the most adventuresome photographers in mind," said **Nicole Mummenhoff, Senior Vice President at Lowepro**. "Constructed for protection, durability and ease of use, **Vertex backpacks** keep a photographer's most valuable commodities – photo equipment and notebook computers – secure from moisture, dust and sand, while maintaining a comfortable, customised fit. From see-through pockets that let you easily locate accessories to silent zipper pulls that provide quiet access while around wildlife and film crews, we've put together a bag that truly addresses the multiple needs of the intrepid photographer."

### **Product Details**

The Vertex series is available in black in three different models:

#### **Vertex 100 AW**

- Capable of carrying 1-2 digital SLR units and 3-5 lenses (up to a 200 mm f/2.8)
- Harnessed with a 6-point adjustable harness system
- Contains one Glide-Lock accessory attachment point
- Carries a mid-pocket large enough for a notebook computer of up to 14 inches

#### **Vertex 200 AW**

- Capable of carrying 1-2 digital SLR units and 4-6 lenses (up to a 300 mm f/2.8)
- Harnessed with a 8-point adjustable harness system
- Contains three (3) Glide-Lock accessory attachment points
- Carries a mid-pocket large enough for a notebook computer of up to 15.4 inches

#### **Vertex 300 AW**

- Capable of carrying 1-2 digital SLR units and 6-8 lenses (up to a 400 mm f/2.8)
- Harnessed with a 8-point adjustable harness system
- Contains three (3) Glide-Lock accessory attachment points
- Carries a mid-pocket large enough for a notebook computer of up to 17 inches

Available from all leading camera stores throughout Australia, the **Vertex series** retails between \$269.00 - \$379.00 (depending on size). For further information please visit

[www.lowepro.com](http://www.lowepro.com)



40<sup>th</sup> ANNIVERSARY

For further information, images and for test/loan products please contact:  
**Impressions Marketing Communications – Amy Martin**

t) 02 9492 1915 m) 0416 182 649 e: [amy@impressionsmc.com.au](mailto:amy@impressionsmc.com.au)



40<sup>th</sup> ANNIVERSARY

### The Vertex backpacks measure:

**Vertex 100 AW:** External: 11.8 x 9.8 x 16.5 in.

Internal: 11 x 5.9 x 15.4 in.

Notebook: 11 x 2 x 13.8 in.

**Vertex 200 AW:** External: 12.6 x 10.2 x 18.5 in.

Internal: 11.8 x 6.5 x 17.3 in.

Notebook: 11.8 x 2 x 16.5 in.

**Vertex 300 AW:** External: 13 x 10.2 x 21.7 in.

Internal: 12.2 x 6.5 x 20.5 in.

Notebook: 11.8 x 2 x 19.7 in.

### Feature List:

- Lightweight harness system with high-density padding and 8 adjustment points delivers maximum comfort with minimal bulk (6 adjustment points on Vertex 100 AW)
- All Weather Cover™ protects against weather, sand and dust.
- Zippered back cover protects harness system for airline luggage check-in (Vertex 300 AW only)
- Outer storage panels centralize digital accessories and personal gear for quick, easy access
- Versatile padded front compartment holds notebook computer, files, jacket or accessories
- Water-resistant YKK zippers repel moisture
- Revolutionary adjustable Glide-Lock™ system attaches tripods or any Slip-Lock™-compatible product to the front or either side (front only on Vertex 100 AW)
- Removable tripod holder accommodates tripod or monopod
- Padded inner pocket provides quick access to photo viewer, flash or other digital equipment (Vertex 200 and 300 AW only)
- Padded main compartment with adjustable, padded dividers provides excellent protection and a customized fit
- Laminated-mesh interior pockets organize cords, adapters and digital accessories
- Reversed zippers with zipper garages protect equipment against scratches
- Tough, water-resistant outer fabric



For further information, images and for test/loan products please contact:  
**Impressions Marketing Communications – Amy Martin**

t) 02 9492 1915 m) 0416 182 649 e: [amy@impressionsmc.com.au](mailto:amy@impressionsmc.com.au)



## **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. 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 100 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, Germany, Australia and China. For more information about **Lowepro** or **Lowepro** products, visit [www.lowepro.com](http://www.lowepro.com).

All trademarks are the property of their respective holders.



For further information, images and for test/loan products please contact:  
**Impressions Marketing Communications** – Amy Martin  
t) 02 9492 1915 m) 0416 182 649 e: [amy@impressionsmc.com.au](mailto:amy@impressionsmc.com.au)

