

# TWICE



C&A Amps Up Polaroid Camera Line { Page 8 }

### This Week In Consumer Electronics

VOLUME 29, NO. 3

## Discounts Spur Solid Super Bowl TV Sales

By Alan Wolf

**NEW YORK** – Retailers and vendors evaded a series of blocks and tackles last month to stir Super Bowl demand with discounted TVs.

Following a sluggish holiday season, the industry was eager to clear out any remaining inventory in advance of an early 2014 model year. But Tom Hickman, electronics senior VP for the Nationwide Marketing Group, shared the view of others in the industry, saying, "historically the Super Bowl is one of, if not the largest, single driver of TV purchases," he told TWICE, "and I suspect that Super Bowl numbers will be very strong this year, as they always are."

[ See the full report starting on page 6 ]



### Whirlpool's Financial Shows Majaps' Market Strength

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### Motorola Deal Gets Lenovo Into U.S. Smartphone Business

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## Everything Retailers Ever Wanted To Know About Extended-Service Plans

**NEW YORK** – From details on the CEA-SquareTrade Pen extended-service report to updates on Warranty Group, Warrentech, New Leaf, Assurant, PSG and Mack Warranty, this TWICE Special Report provides an

update on the category and key warranty suppliers as 2014 gets underway. { Page 16 }

**SPECIAL REPORT:**  
Extended-Service Contracts

update on the category and key warranty suppliers as 2014 gets underway. { Page 16 }

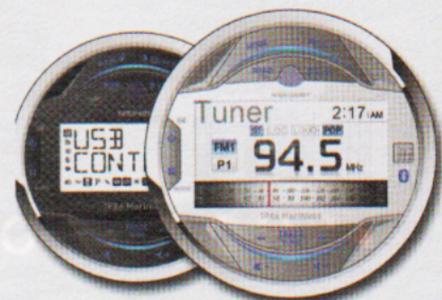


### CEA: Tablet Ownership Still Growing In U.S.

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### Autosound Suppliers Dive Into Marine Market

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VISIT [WWW.TWICE.COM](http://WWW.TWICE.COM) FOR MORE INFORMATION ON THE STORIES IN THIS ISSUE.

AppleCare Protection Plan

Geek Squad

SQUARETRADE  
Warranties that make sense!

A joint white paper from CEA and SquareTrade points to millennials' dependence on mobile devices as an important opportunity for service plan attachment sales.

NewBay Media

NEWSPAPER HANDLING \$25

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# Cases, Bags Stress Function, Fashion



Evutec debuted new lines of ultra-protective iOS device cases, including the first models on the market constructed with Dupont Kevlar fibers, the same material used in bulletproof vests. Kevlar is said to be five times stronger than steel on an equal weight basis, making the composite used in the Evutec Karbon S cases extremely lightweight and strong while not inhibiting cellular signal pass-through, the company said. The company also introduced its Wood-series cases for iPhone 5 and 5s, iPad and iPad Mini, constructed with real bamboo.

# Griffin Teams With ShopKeep To Offer Portable POS Management To Retailers

**NEW YORK** – ShopKeep POS, a Cloud-based point-of-sale (POS) retail-management platform, has announced the rollout of ShopKeep Mobile, a handheld POS device combining Griffin Technology's Olli case with the ShopKeep POS app.

Griffin's Olli is an iPod Touch case with a barcode scanner and magnetic card reader originally designed for the health care market.

Bundled with the ShopKeep POS app, the ShopKeep Mobile case allows for sales transactions anywhere in a store or a remote location.

"This is a complete handheld POS that is connected to the Cloud. It's everything you need to run your store – in your pocket," said Jason Richelson, ShopKeep POS founder/CEO. "It also removes one of the worst parts of the retail experience for shoppers, which is waiting in line, and creates a more personal customer interaction by removing the counter as a

barrier. This is groundbreaking technology that will bring the customer experience you get in the Apple store to small businesses everywhere."



The ShopKeep POS case

Besides reading cards and barcodes, ShopKeep Mobile produces a full suite of reports; integrates inventory management and QuickBooks software; compiles and maintains a customer database; emails receipts; allows for rapid item search; and discounts by dollars or percentage, adding tax or not, as designated by the user. It has an offline mode for use without a broadband connection.

"It is designed by human beings for human beings," said Dean Shortland, business development director at Griffin Technology. "People who use iOS devices understand and expect not only a solid user experience but also a solid design aesthetic. Olli breaks the mold of other mobile POS hardware and offers mobile POS with curb appeal." – **John Laposky**



The new Symmetry series from Otterbox are the company's slimmest protective smartphone cases yet. A dual-material construction is molded into a single piece for ease of installation, and a raised beveled edge helps keep the touch screen safe. Internal synthetic rubber with a honeycomb core helps protect the device from drops and shock. The Symmetry series will be available in early spring for \$40 and \$45 depending on color.

The Element line from Mobile Edge includes TSA-compliant laptop and tablet cases designed for women. The briefcase comes in two sizes with dedicated padded compartments for a laptop and a tablet. With them, travelers can leave their laptop and tablet in their bag while passing through airport security checkpoints. The herringbone material is accented with black Koskin trim, contrast stitching and polished nickel fittings. Two additional zippered compartments provide space for files, magazines and travel accessories. An exterior pocket, trolley strap and a detachable padded shoulder strap complete the travel companion. The smaller version is designed for laptops up to 14.1 inches and has a suggested retail of \$99.99. The larger size holds 16-inch laptops and retails for \$119.



Urban Xplorer introduced the Urban Xplorer HalfPack RT line of "affordable luxury" backpacks. The bag transitions from formal to informal with detachable backpack straps and adjustable shoulder straps. It features multiple pockets and compartments to hold laptops, tablets, phones and accessories and can double as an overnight bag with compartments for clothing and shoes. It is constructed of weatherproof and stain-resistant NylonUX 1,680-denier ballistic fabric in designer colors of Brooklyn Bronze, Electric Burnt Orange and Classic Black. It features a proprietary expansion system that adjusts the volume and size of the bag according to the user's needs. Retail is \$199.

Tavik has created a case for the iPhone 5c that emphasizes the phone's leading feature, its bright color. The Tavik Hollow is a dual-layer wraparound protective sleeve with frosted cutouts to accentuate the phone's shell. It offers full access to all ports, speakers and lenses, with the added protection of the volume and power buttons being fully enclosed. The Hollow is available now at Apple.com in black, with pink and white versions coming soon.



xRad is a case made from ferromagnetic cobalt that is said to eliminate more than 90 percent of the ambient electromagnetic radiation emitted by an iPhone 4 or 5. It will be available in black, white, red and blue and is currently in a fund-raising campaign on Indiegogo with an early-bird donor price of \$30.



The Metro Tablet Bag from Jill-e Designs is a weather-resistant leather cases designed for women in black leather with silver trim or white leather with black trim. It holds any 10-inch tablet or e-reader, and has a soft padded interior, top flap, a front pouch for drop-in items and an expandable zippered pocket on the back. It weighs in at 1.5 pounds. Jill-e is also marketing a version of the bag for men in a more masculine brown Columbian leather as part its Jack collection.