

SCOSCHE® Exhibits at ASD Market Week for the First Time & Showcases New Products in the Mobile Electronics, Outdoor and Health & Fitness Spaces



LAS VEGAS – (Feb. 28, 2016) – SCOSCHE Industries®, innovators of award-winning mobile and audio accessories, is exhibiting for the first time at ASD Market Week, the most comprehensive B2B trade show that brings the world’s widest variety of retail merchandise together in one efficient shopping experience. Occurring Feb. 28 – Mar. 2, 2016 at the Las Vegas Convention Center, SCOSCHE will be showcasing its line of award-winning mobile electronics accessories, Optimized for the Outdoor™ products and health and fitness products in **South Hall, Booth #SU3704**.

“We are thrilled to be a first time participant at ASD Market Week,” said Kas Alves, executive vice president of SCOSCHE®. “Given the demand from attendees to create an electronics section, we believe it will certainly be a successful show for SCOSCHE, and will be of benefit to show attendees given the breadth of our consumer electronics/mobile accessories line.”



SCOSCHE’s line of [Optimized for the Outdoor](#) products are specifically designed for active users who seek to enhance their adventures with rugged, waterproof and functional products. The collection consists of:

- **goBAT™ 6000 & 12000 Rugged:** military-grade, ruggedized portable battery packs designed to withstand and perform in extreme conditions. These IP68 waterproof and dustproof battery packs respectively feature a 6000mAh and 12000mAh rechargeable Lithium-Ion battery. They also respectively feature single and dual 12 Watt/2.4A USB ports to provide the fastest charge possible.

- **strikeLINE™ RUGGED LED**: rugged micro USB and Lightning™ charge and sync cables feature a rigid, high-impact polycarbonate housing and flexible over-molded strain relief to maximize durability. They also feature an integrated LED status indicator that glows red to let users know when a device is charging, and blue to let them know the device is fully charged. The strikeLINE RUGGED LED also comes with a Limited Lifetime Warranty.
- **boomBOTTLE+®**: Recent CES 2016 Innovation Award Winner, this waterproof Bluetooth® speaker is designed to keep up with active lifestyles. The cylindrically shaped speaker, perfect for cyclists, backpackers, campers and more, delivers impressive sound via large 55mm drivers and two passive radiators. Featuring a durable shock-absorbing TPU exterior, it is strong enough to withstand drops, while its sealed dustproof speaker grills keep dirt out during backcountry rides. It also has dual pairing capabilities, allowing users to achieve true stereo sound; a USB charging port to charge mobile devices from the speaker; and indoor/outdoor EQ settings boosts the sound in noisy environments. Additionally, the boomBOTTLE+ floats for easy retrieval should it be dropped into the water.



SCOSCHE's [Health & Fitness](#) line consists of a curated assortment of products to support a user's active lifestyle:

- **RHYTHM+™**: hyper-accurate, award-winning, armband heart rate monitor that is ideal for runners, joggers, cyclists, hikers and skiers. The RHYTHM+ employs patented optical sensor technology for highly accurate monitoring and measurements, and is compatible with the most popular fitness apps including DigFit, Runkeeper, Strava and more, over 200 in all. The RHYTHM+ ditched the chest strap for a breathable neoprene armband design that provides greater comfort and ease of use.
- **SportclipAIR™**: Bluetooth, wireless adjustable earbuds with mic and music controls designed for the active users. These IPX4 rated splash and sweat proof earbuds feature a bend-to-fit flexible ear clip design for maximum comfort. The high-efficiency, dynamic drivers help athletes stay motivated during intense workouts by providing full range acoustic reproduction. Users can get up to seven hours of rechargeable battery life for extended music enjoyment.



SCOSCHE's line of mobile and power accessories include the multi-award-winning MagicMount™ magnetic mounting system and products featuring emerging technologies in the Type-C™/USB-C™ and the revolutionary EZTIP™ line of cables and chargers, featuring the EZTIP™ Reversible Micro USB connector.

- **Introducing [magicMOUNT™ PRO](#):** These newly-introduced additions to the award-winning MagicMount magnetic mounting system conveniently mounts smartphones, tablets and other mobile devices to virtually any surface using high-powered, 100 percent device-safe neodymium magnets. The MagicMount PRO line provides greater performance than its predecessor, while adding a fashionable flair via interchangeable trim rings that add a splash of personality and style. The line consists of the [magicMOUNT™ PRO Vent](#), [magicMOUNT™ PRO Dash](#) and [magicMOUNT™ PRO Window/Dash](#).
- **[USB Type-C™/USB-C™ Line](#):** a line of new cables and adapters that provide advanced connectivity and functionality for devices that span the mobile communications and computing spectrums. SCOSCHE's Type-C/USB-C solutions provide users with powerful delivery and blazing fast data transfer speeds, along with typical charge and sync capabilities. Since the Type-C/USB-C connector is reversible, it can be inserted either way up with compatible devices, for maximum user convenience. The line consists of products compatible with computers, smartphones/tablets and other devices with Type-C connectors.
- **[EZTIP™ Line](#):** collection of Reversible Micro USB products allow users to conveniently charge and sync smartphones, headphones, speakers, tablets, digital cameras and more, by inserting the symmetrical connector either side up. The EZTIP line brings an end to the issue of which is the correct side of a Micro USB connector to insert into a Micro USB-equipped device, since the EZTIP fits in either way up, first time, every time.

Follow @SCOSCHE on [Twitter](#), [Facebook](#), [GOOGLE+](#), [Instagram](#) and [Pinterest](#) for the latest news on all of the company's award-winning mobile accessories and car audio products.

About SCOSCHE (pronounced skōsh):

Celebrating its 36th year in business, SCOSCHE Industries is an award-winning innovator of consumer technology and car audio products - committed to delivering superior product quality and functionality, exceptional value and unmatched customer service. The designers and engineers at SCOSCHE develop products that reflect a rich heritage in audio and mobile technologies. SCOSCHE finds inspiration in the California lifestyle, culture, music and people. These influences can be seen in the Scosche mobile accessories now in the hands, homes, offices and vehicles of people in over 50 countries. With over 100 patents and countless industry awards received, it is easy to see why SCOSCHE is consistently at the forefront of technology and innovation. www.scosche.com



###

Media Contact:

Bruno Solari

Account Coordinator

[Max Borges Agency](#) for [SCOSCHE](#)

305-374-4404 x185

brunosolari@maxborgesagency.com