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FOR IMMEDIATE RELEASE

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THE JOY FACTORY EXPANDED ITS POPULAR PRODUCT LINES, MAGCONNECT™ OFFERS A CASE COMPATIBLE WITH IPAD AIR 2, & TWO PINPOINT™ STYLUSES WITH AN INNOVATIVE DESIGN AT CES 2015

LAS VEGAS, International Consumer Electronics Show Booth #6521 (Jan. 6, 2015) – [The Joy Factory, Inc.](http://TheJoyFactory.com) today unveiled additional digital companion products to complement today's popular smart devices, including the Apple iPad® and smart tablets at the International Consumer Electronics Show (CES) taking place January 6-9, 2015 in Las Vegas. The Joy Factory is showcasing an enhanced product series featuring aXtion™ Bold, a rugged and protective case line, along with Pinpoint™, an unbelievable accurate and stylish stylus line for users to stay interactive and engaged with their smart devices in their daily lives.

The Joy Factory is debuting the next generation rugged, mountable cases and fine tip styluses in the Las Vegas Convention Center in the North Hall at booth no. 6521 including:

[aXtion™ Bold MP Series for iPad Air 2](#) meets the industry's highest standard military-grade shockproof MIL-STD-810 cases, which can withstand accidental drops from up to six feet. aXtion™ Bold MP Series, measuring in at half an inch, is one of the thinnest cases on the market to offer this level of shockproof and water-resistant protection. The case offers a slender profile on the sides for a comfortable grip, while providing added protection at the corners where it's most needed. aXtion™ Bold MP Series also boasts an ultra-clear, built-in screen protector, made of heavy-duty film to support users' touchscreen interactions while guarding against scratches and splashes, while allowing unhindered access to the iPad's Retina touchscreen.



“The aXtion™ Bold MP Series was designed with optimal protection and application usability in mind, we incorporated our innovative MagConnect™ and OmniPose™ technologies offering businesses and consumers alike the ability to use and mount an iPad within their environment conveniently” said Sampson Yang, president of The Joy Factory. “We are excited to offer the latest addition specifically made for the iPad Air 2.”

The aXtion™ Bold MP Series can be easily mounted to any of The Joy Factory's MagConnect™ mounts. Mounting capability expands the iPad's usefulness in potentially active or unpredictable environments such as manufacturing facilities, construction sites, warehouses, restaurants, hospitals, and more. The case can also be complemented by an optional shoulder strap for hands-free carrying. The Joy Factory's aXtion™ Bold MP Series case is currently available at www.thejoyfactory.com and select online retailers, starting at the MSRP of \$79.95.

Pinpoint™ X-Spring™ Stylus, a fine tip with non-skip precision technology stylus, provides a balanced drawing and effortless writing experience. The key value to The Joy Factory Pinpoint™ X-Spring™ Stylus is the unique clear “X” tip with spring mechanism design that offers nearly 180° ultra-wide writing angle. On the tip, there is a special nano-coating that enhances the longevity, so you can use the stylus for a longer period of time before needing to replace the tip. The Pinpoint X-Spring was tested to continuously write for more than a dozen miles before the tip needed to be replaced.



“The clear X-tip combined with the flexible spring design is unlike anything on the market, with the added slim, sleek design and metallic brushed finish which give the Pinpoint™ X-Spring™ an ultra-premium look and feel,” added Yang.

Pinpoint™ X-Spring™ Stylus and Pen combines the best-input instruments into one, so you can be ready for any task at any time. Perfect for creative professionals that need to draw at wide angles, fill forms and sign accurately on most capacitive touch screens. Like the Pinpoint™ X-Spring™ Stylus, this step up model now come complete with built-in ballpoint pen, the metallic barrel lends a professional look, and the ink also has the ability to be replaced. The refillable ink cartridges are standard size and can be found at your local office supply store.



Both stylus versions feature a curved chiseled silver clip for convenient transport and come in two attractive brushed metallic colors, black and gold. The styluses are currently available at www.thejoyfactory.com and select online retailers, Pinpoint™ X-Spring™ starting at the MSRP of \$29.95 and Pinpoint™ X-Spring™ Stylus and Pen starting at the MSRP of \$34.95.

About The Joy Factory

The Joy Factory, headquartered in Irvine, Calif., offers innovatively designed digital device accessories. The company’s name is derived from the definition of Joy: the emotion of great delight or happiness caused by something exceptionally good or satisfying. This is the driving philosophy behind the company’s commitment to creating an elite class of digital companion products that bridge today’s complex technology and elicit a joyful experience for the consumer. The company’s flagship product suite of iPad®, iPhone® and tablet patented and patent-pending specialty accessories include versatile cases/stands, mounting systems and innovative styluses to allow consumers to stay active and engaged with their smart devices in their daily lives.

The company was founded by a team of gadget fanatics and designers with more than 5 years of expertise in the consumer electronics sector and was named an International CES Innovations ‘2014 Design and Engineering Awards Honoree’ and as one of the ‘Top 5 Mobile Case Brands’ in About.com Reader’s Choice Awards. Additional information is available at www.thejoyfactory.com, www.facebook.com/thejoyfactory or www.twitter.com/thejoyfactory.

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