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FOR IMMEDIATE RELEASE

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THE JOY FACTORY ADDS NEW MAGCONNECT™ STANDARD TRAY FOR IPAD PRO AND PINPOINT™ PRECISION STYLUS FOR TOUCHSCREEN DEVICES

Enhanced Product Innovation for Today's Growing Tech Enthusiasts

LAS VEGAS, International Consumer Electronics Show – iProducts, Booth #4003 (Jan. 6, 2016) – [The Joy Factory, Inc.](http://TheJoyFactory.com), will unveil new digital companion products to expand their current MagConnect™ and Pinpoint™ lines. The products include the latest versions of the Company's two popular digital accessories: the MagConnect Standard Tray for Apple's new iPad Pro, and Pinpoint Precision Stylus (3rd generation). Each of these products has been designed to not only keep up with the technology trends, but to also to enhance the users experience with today's digital devices. During CES, The Joy Factory will debut the next generation of digitally driven specialty products including:

[**MagConnect™ Standard Tray for iPad Pro**](#) is an add-on to the current highly popular MagConnect Tray line. The new tray gives users who have upgraded their tablet or have just purchased a new iPad Pro for the first time, the ability to attach and mount their device to all MagConnect mounts from The Joy Factory. The current mount types range from the clamp, c-clamp, headrest, tripod/microphone, desk stand, wall mount, seat bolt, cup holder, and wheelchair/wheelchair rail mounts. The hard plastic tray protects your iPad Pro from scratches when it's off the mount, while leaving all ports, buttons, microphones, speakers and cameras unhindered. There is also an open slot for an Apple Smart Cover or Smart Keyboard to enable the full capability of the iPad Pro.



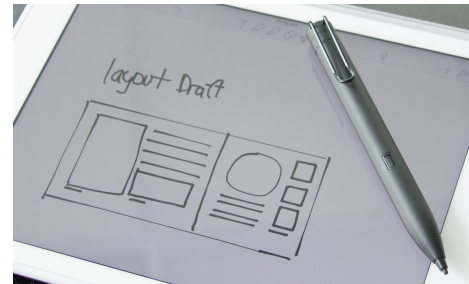
The MagConnect™ Standard Tray for iPad Pro will be available in February 2016, offered at the MSRP of \$49.99.

“We set out from day one to innovate and keep up with technologies latest and greatest device deployments and these two new offerings are no different,” said Sampson Yang, president of The Joy Factory and head Joy Crafter for the company.

[**Pinpoint™ Precision Stylus \(BCU208\)**](#) is a 3rd generation digital stylus within the Pinpoint line. The Joy Factory's Pinpoint Precision Stylus tip measures at a fine 2mm,

making it one of the thinnest among digital styluses. Made from high quality durable plastics, the tip doesn't require replacing and will never scratch the surface and virtually compatible with all apps, smartphones and tablets. Pinpoint Precision tip can be rotated to fine-tune sensitivity for different tablets or screen protectors – clockwise, or inward, is less sensitive; counter-clockwise, or outward, is more sensitive.

Pinpoint Precision active stylus technology is designed to offset latency from tip to stroke, yielding minimal lag, and providing a responsive, satisfying writing and drawing experience. The Precision technology coating features a soft thin top layer designed in tandem with the stylus's tip to mimic the friction and dynamics of a true pen to paper feel. There is also no need to worry about Bluetooth connectivity and settings to use the stylus; you can use it right as you remove it from the box with one standard AAA battery. You can have up to 10 hours of continuous writing or drawing before needing to replace the battery.



The 3rd generation of the Pinpoint™ Precision Stylus will be available February 2016, and offered at the MSRP of \$49.99.

About [The Joy Factory](#)

[The Joy Factory, Inc.](#), headquartered in Irvine, Calif., is a global manufacturer of leading tablet mounting, cases, enclosures, kiosks and mobility accessory products that have been enhancing the human interaction with digital devices for over half a decade. The Joy Factory has quickly become an essential rugged solution provider for a wide variety of industries such as manufacturing, hospitality, education, transportation, healthcare, government, exhibition and retail. The passion for innovation and quality gave birth to the P.S.P. (Protect, Secure & Position) philosophy, a differentiator and the proof is in the company's product patented and patent-pending brands MagConnect™, aXtion™, Unite™, Pinpoint™, and Elevate™. With these criteria fundamentals, The Joy Factory was able to allow users to stay active, engaged and feel secure with their device on a daily basis. The company was founded by a team of gadget fanatics and designers with more than 50 years of expertise in the consumer electronics sector and was named an International CES Innovations '2016 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 <http://www.thejoyfactory.com>, www.facebook.com/thejoyfactory or www.twitter.com/thejoyfactory.

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