

Lookbad



company
profile

Background

Lookbad
limited

was founded in Hong Kong, 2011.
We specialize in iPad accessories,
tablet holders specifically.

The AirHolder



The AirHolder is an arm that mounts to the wall.
With features such as

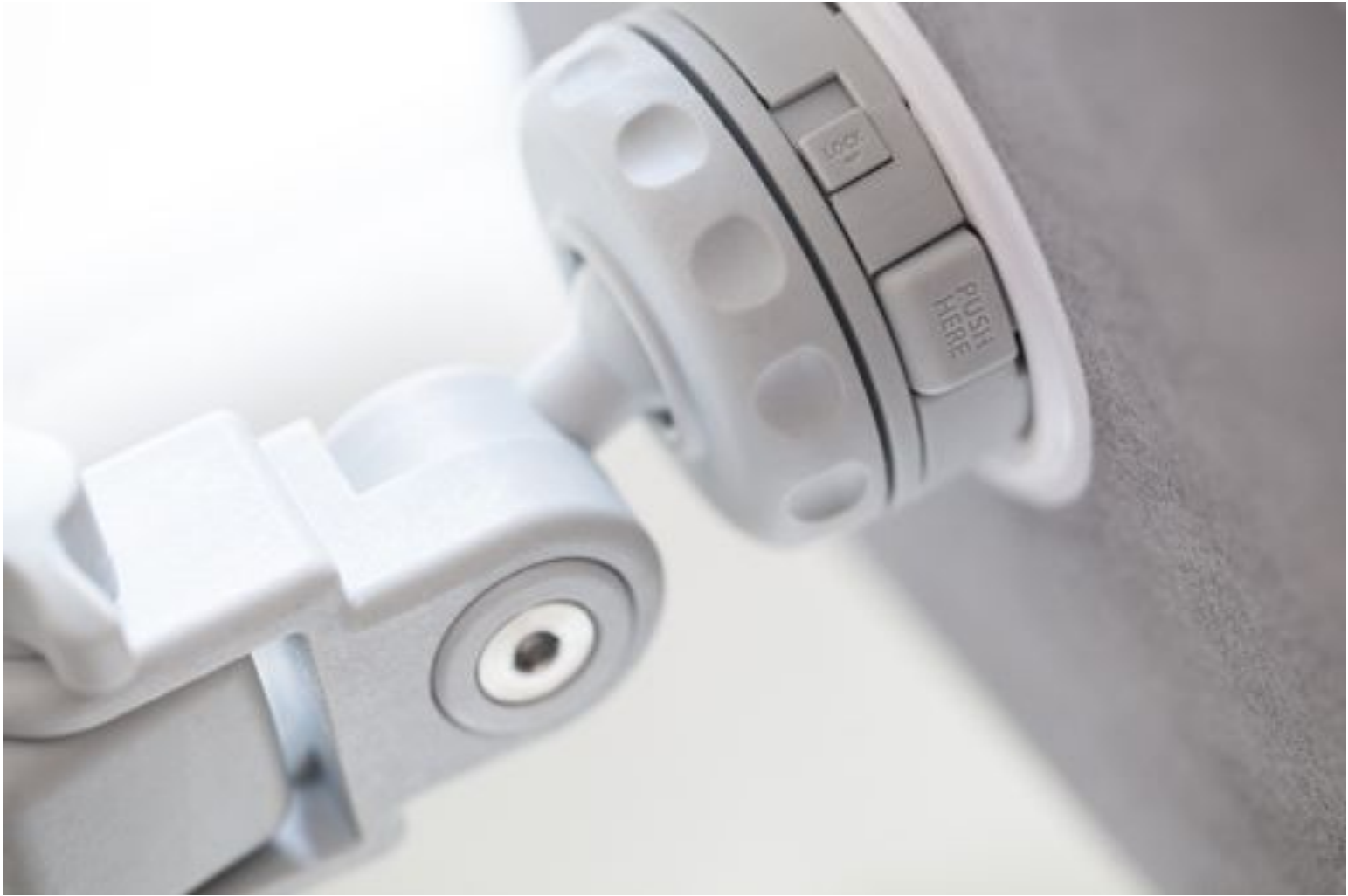
- 2 stable extensions with fasteners
- built in charging wire to charge while using tablet
- large span of different angles and rotations
- compact form for folding when not in use
- light weight (2kg)
- requires minimum strength to position the arms

The AirHolder is available in two colours, Black&White.



The AirLock system

The AirLock system connects a tablet casing to the AirHolder.



At the adaptor of the AirHolder, there is a push button that enables the entrance of a casing. There is also a safety lock button to prevent any disconnection.

The Cases



for iPad



for kindle

So far, we have made cases compatible for iPad2, New iPad and Kindle Fire.

These cases, finished with a soft fabric surface, are most valuable for its AirLock hole which connects to the adaptor of an AirHolder. Cases for other tablets such as androids and Kindles will be available in future.



The AirKey



is an immobile wall mount system that displays your tablet like a furniture, utilising the AirLock system.

Here is a short **overall article** on our products.

LookBad, a company that specializes in tablet accessories, has launched a new extendable stable wall mount arm, the AirHolder, for the suspension of tablets via a casing. The AirCase connects to the AirHolder via the AirLock system. Invented to provide a handsfree service, LookBad is confident that days of shoulder ache and neck pain is near its end.



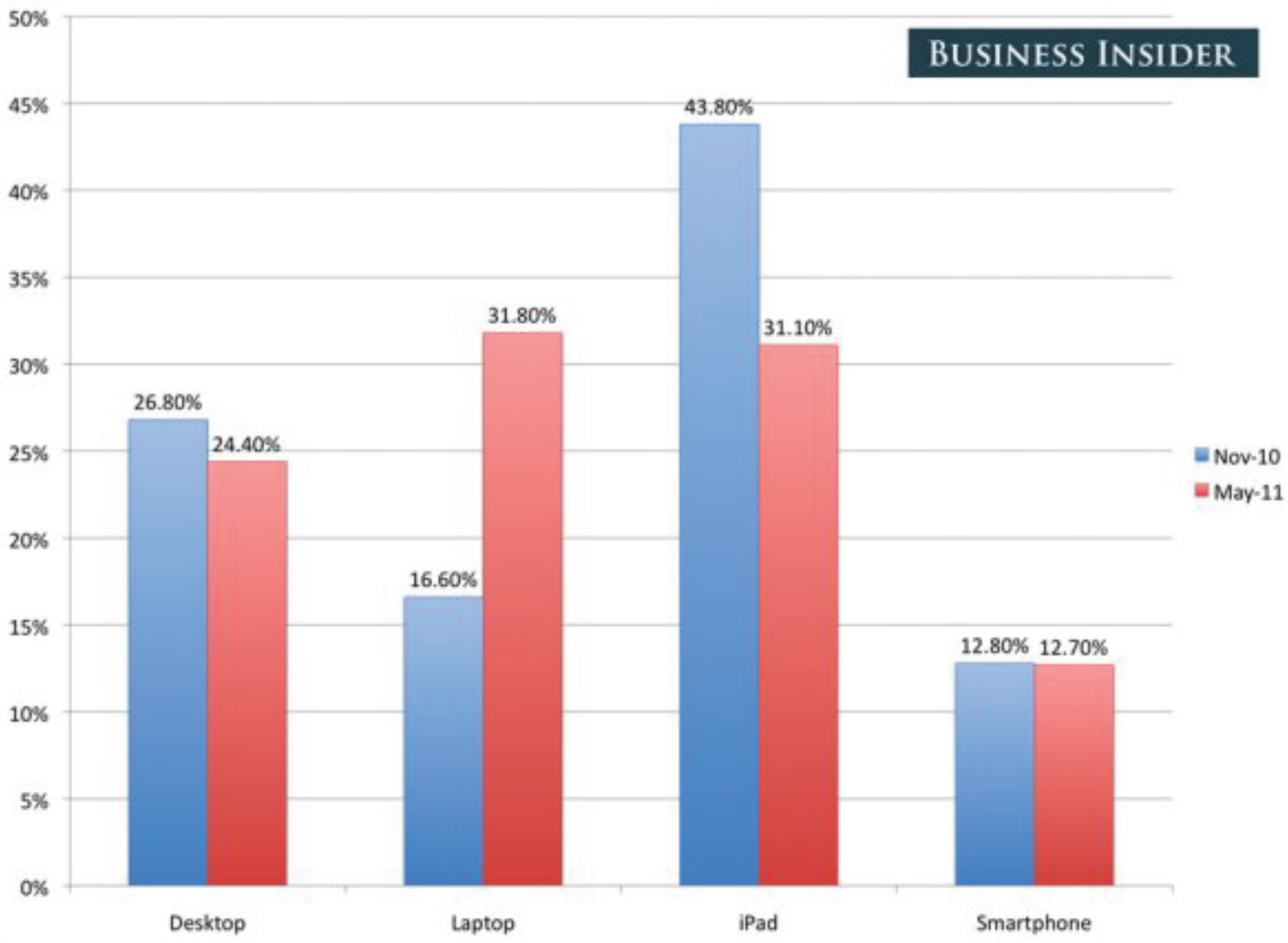
"Being fans of Apple products ourselves, we spend more time swiping the screen of an iPad than we think we do. It didn't take long before we noticed the tablet was used mostly in bed and that, subconsciously, we have devised countless positions to hold the tablet comfortably, attempting to eliminate problems such as shoulder discomfort and neck pain. The idea then dawned upon us, "how great would it be if the tablet was secured afloat in front for usage, giving our arms a moment of rest" Thus, we found this company, with the AirHolder being our first product."

The LookBad AirHolder and AirCase is available in white and black and are available on LookBad's website for \$120 as a combo, the AirHolder and AirCase individually for \$99.99 and \$29.99 respectively.

Statistics, surveys & articles

What percentage of your web-browsing do you do on the following devices

BUSINESS INSIDER



<http://www.businessinsider.com/how-people-really-use-the-ipad-our-exclusive-survey-results-2011-5#yet-people-do-an-equal-amount-of-web-browsing-on-laptops-as-they-do-on-ipads-7>

In the U.S., Tablets are TV Buddies while eReaders Make Great Bedfellows

May 19, 2011

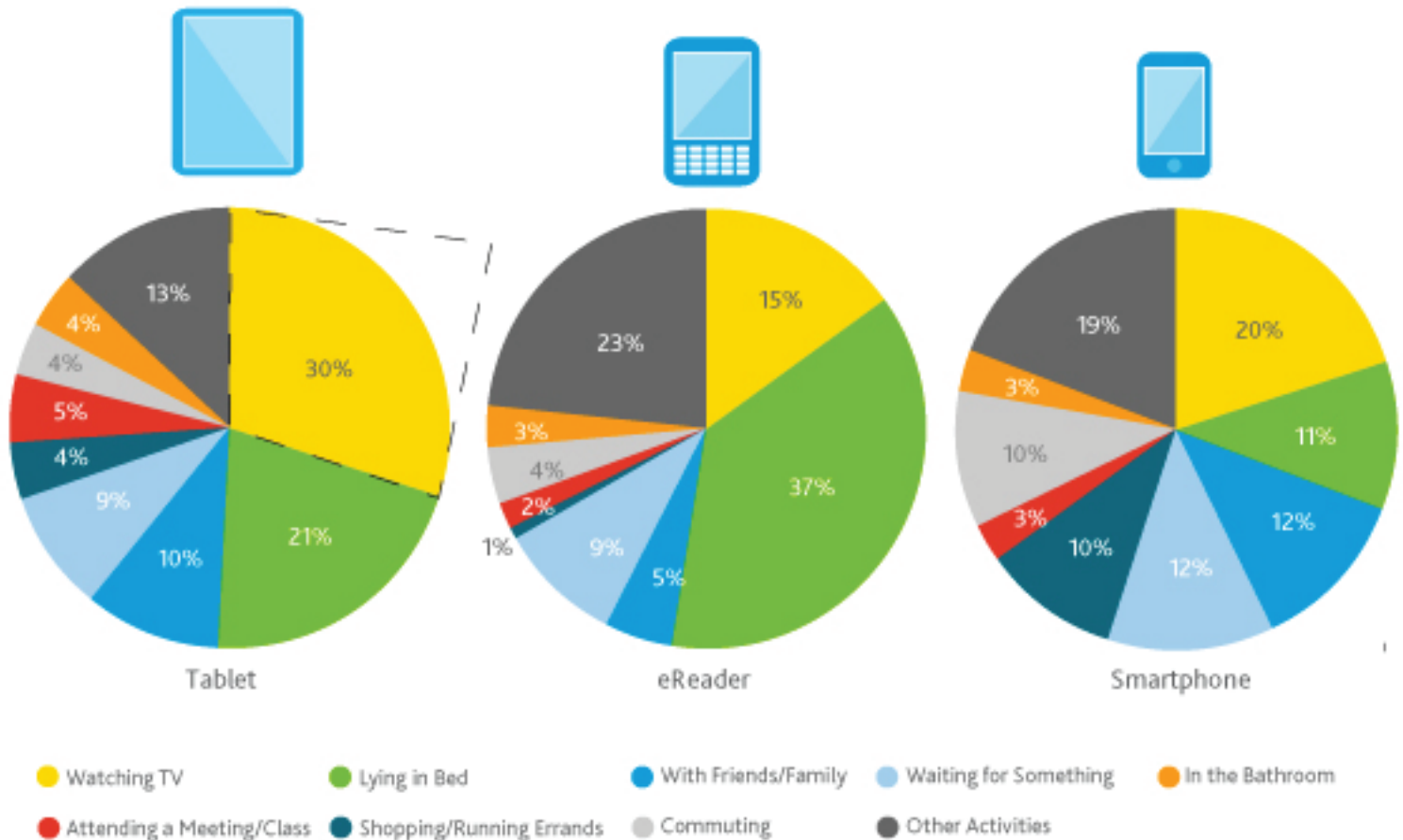
The Nielsen Company's most recent research on mobile connected devices sheds new light on how consumers are using their tablets, eReaders and smartphones – and where they are using them, too. According to Nielsen's recent survey of nearly 12,000 connected device owners:

Seventy percent of tablet owners and 68 percent of smartphone owners said they use their devices while watching television, compared to only 35 percent of eReader owners.

Sixty-one percent of eReader owners use their device in bed, compared to 57 percent of tablet owners and 51 percent of smartphone owners.

US Connected Devices: Time Distribution of Usage

Time Distribution for Device Usage by Location



Source: Q1 2011 Mobile Connected Device Report



IPad Use Causes Neck Pain, Study Says



The iPad revolutionized the way millions of people surf the Web, watch videos and play games, but the way people handle the tablet could lead to chronic neck or shoulder pain. Users of the iPad, or any other tablet, are at high risk of developing neck discomfort, according to study done by the Harvard School of Public Health. The problem comes from the way people position themselves when using the devices, especially when doing so for a long period of time.

"If you think about your position when you are hunched over looking down, your head is hanging out over space, so you are using your neck muscles to support the weight," said lead writer of the Harvard study Jack Dennerlein.

The study concluded that of the major ways people view their tablets, the "table-movie" position, which requires users resting the device at a sharp angle on a table, is best for the health of the neck and shoulder. For those who use their tablets for prolonged period times, they can put their tablet in this position with many of the cases currently offered the iPad.

Incase and Griffin both offer cases that allow users to prop the iPad at an angle, and Apple's smart covers do the same.

While tablet use has its drawbacks, the study also points out some positives about the device. People using tablets often do so for shorter period of time than those who use computers, lessening eye strain, and they are also more likely to change positions and move around more than if they were on a laptop or desktop PC.

Other studies have examined the connection between mobile device usage on repetitive stress injuries. As the usage of smartphones and tablets grows with consumers, physical ailments like eye strain and neck and shoulder soreness will likely grow.

Apple did not comment on Harvard's findings, but the company could take the study into account in the future by recommending a preferred way to use its tablet.

The same team behind the shoulder and neck study will test the device's effect on the arms and wrists next. However, regardless of any potential risks more studies might turn up, it's unlikely to have an effect on how much people use their tablets.

<http://www.mobiledia.com/news/125734.html>

Now I lay me down to sleep, with my iPad

We spend more time in the bedroom than anywhere else - and so do our iPads.



A recent survey found that iPad owners use their tablets in the bedroom more than anywhere else. If the Minnesotans who fit that pattern are any indication, it's not even remotely about any risqué business.

"It's just a lot easier to get cozy in bed with the iPad," said Joe Alvarado of Minneapolis. Do tell. "It's really convenient for searching the Web, reading newspapers, Facebook, Twitter, all that stuff."

Mari Beth Ross of Hugo said she "will do some shopping, catch up with people through social media and catch up on the news. I find myself winding down using it."

Alvarado and Ross fit in with the 68 percent of respondents who told pollsters from the interactive marketing agency Rosetta that the bedroom got more regular tablet usage than any other space, indoors or out. The living room was second at 63 percent, with "on the go" at 45 percent.

The Rosetta respondents strongly preferred reading publications on a tablet rather than a computer screen or smartphone. So do Alvarado and Ross, who agreed that lugging a laptop into bed had proven entirely too unwieldy.

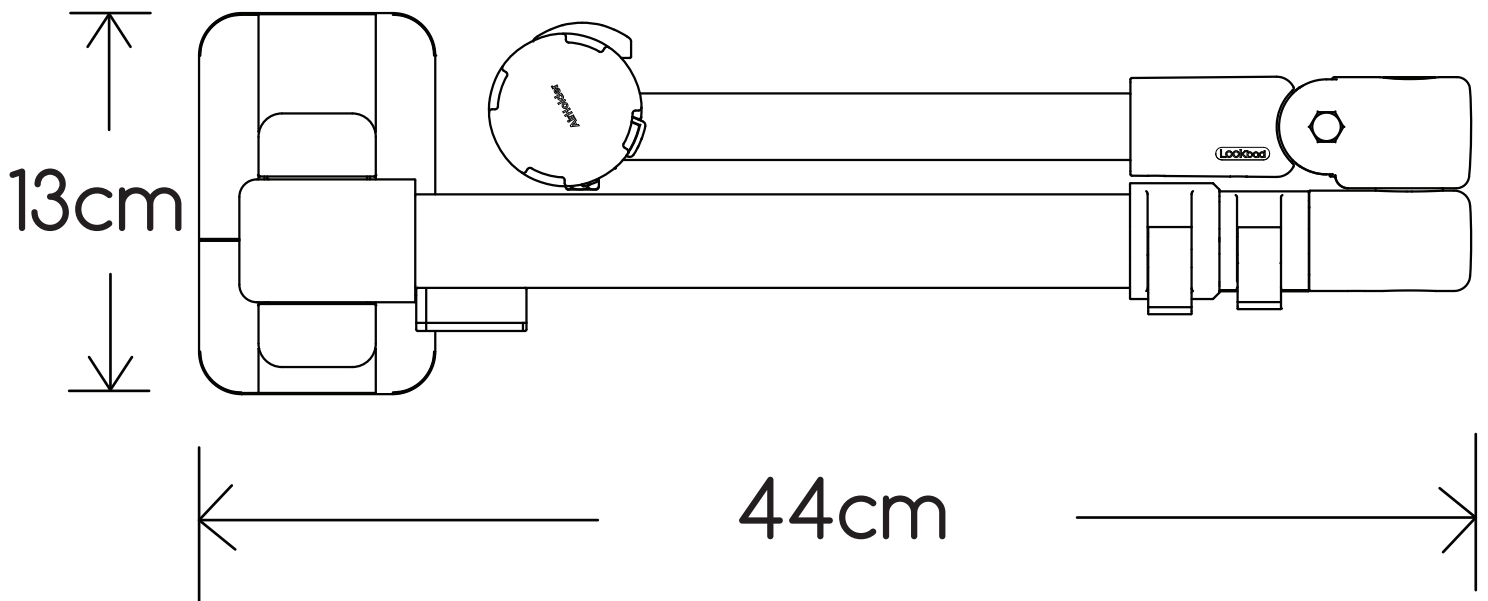
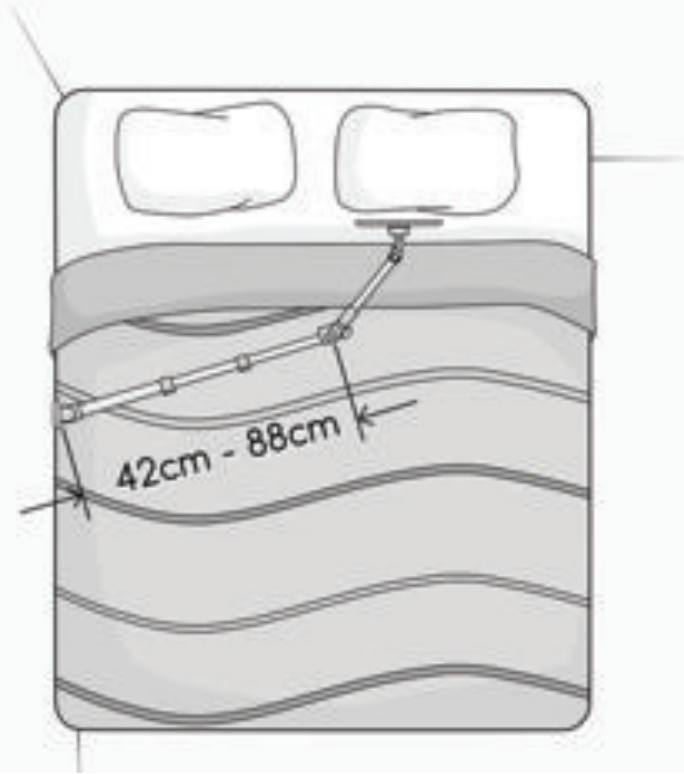
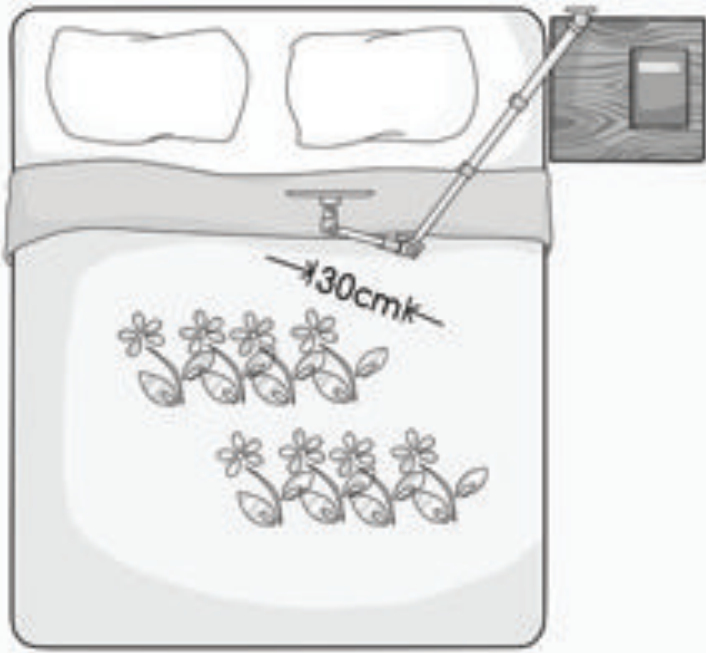
Convenience is a factor, as well. "It's sitting in the charger right on my nightstand," Alvarado said, "so it's easy to flip open that cover and go at it." Ross' iPad "sits on my bed stand. It doesn't really move around the house."

Ross said it hasn't prompted her to head to the boudoir earlier than she used to, but admitted that all of that Web activity and interactivity "sometimes keeps me up too late."

Bill Ward • 612-673-7643

<http://www.startribune.com/lifestyle/140907953.html>

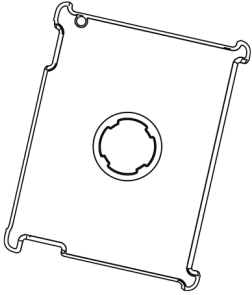
Measurements



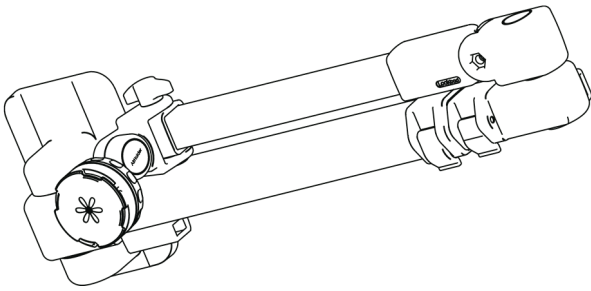
Market prices



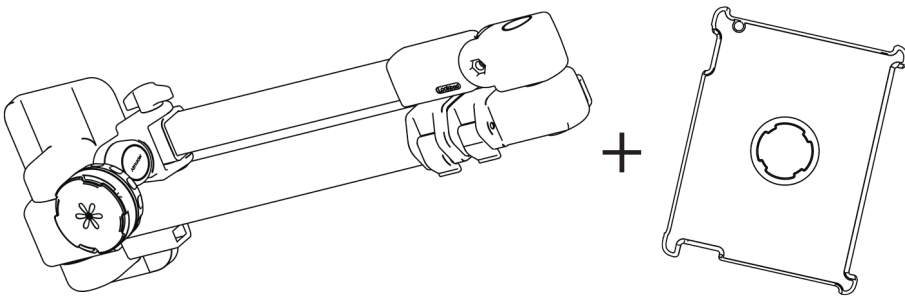
= USD 9.99



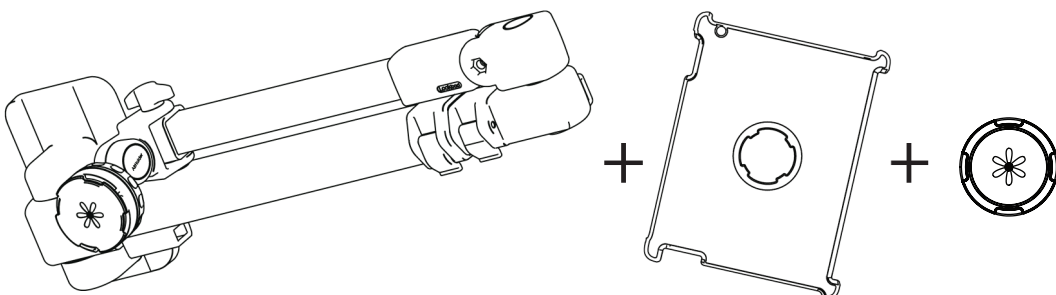
= USD 29.99



= USD 99.99



= USD 120



= USD 125

External links

you might find useful in
finding out more about us

FaceBook page :

www.facebook.com/airholder

Official website :

www.airholder.com

Youtube page :

www.youtube.com/user/TheAirholder

Contact us

mailing address

unit 14,1/F, Fu Wah industrial building 17
Hi Yip street, Yuen Long, N.T.
Hong Kong

telephone

852-54891339

email

info@lookbad.hk