



Audio



Cases



Accessories



T-TECH
BY
TUMI

2014 INTERNATIONAL CES
MEDIA KIT

JASCO



www.jascopeproducts.com/t-techelectronics



855.698.8324



T-TECH
BY
TUMI

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WHO IS JASCO

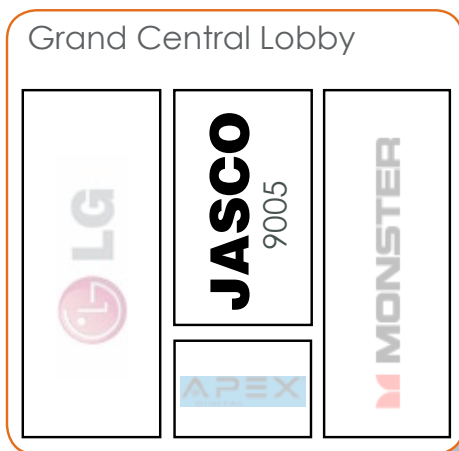
T-TECH BY TUMI LICENSEE

Jasco Products Company LLC is a leader in the design, development, marketing and distribution of consumer electronic accessories, computer accessories and home electrical products. Based in Oklahoma City, Jasco sells to most major retail channels internationally.

WHERE IS JASCO

BOOTH 9005

Jasco is located in Booth 9005 in Central Hall 1. Look for Jasco as you enter the C1 entrance from the Grand Lobby, across the aisle from LG.



January 7, Tuesday
10 am: Booth Opens
6 pm: Booth Closes

January 8, Wednesday
9 am: Booth Opens
6 pm: Booth Closes

January 9, Thursday
9 am: Booth Opens
6 pm: Booth Closes

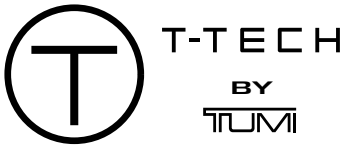
January 10, Friday
9 am: Booth Opens
4 pm: Booth Closes

CONTACTS

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IMMEDIATE RELEASE

T-Tech by TUMI Electronics at the 2014 International Consumer Electronics Show

OKLAHOMA CITY—December 16, 2013—Jasco Products Company announces T-Tech by TUMI Electronics will return to the 2014 International Consumer Electronics Show in Las Vegas (Central Hall/Booth 9005).

“The TUMI brand has such a rich heritage and is well respected in the travel industry. Launching T-Tech by TUMI Electronics under the aegis of CES allows us to connect with tech-savvy influencers who are already brand evangelists,” says Cameron Trice, Jasco Executive VP of Marketing and Product Development. “Mobile accessories emphasizing style speak to your identity and enhance your on-the-go lifestyle. T-Tech by TUMI mobile electronics establish the mobile accessory benchmark by showcasing superior quality and functionality.”

The T-Tech by TUMI Electronics 2014 booth reflects the latest branding efforts. Once inside, the open hands-on environment is relaxed and allows prospective buyers and press to look at individual products and displays that speak directly to the trend-forward, mobile technology user. The entire booth is merchandised in a causal manner including product planograms that highlight T-Tech by TUMI smart packaging, giving an insider’s look at what to expect for the upcoming year.

The T-Tech by TUMI Electronics 2014 collection features travel-friendly mobile electronic accessories such as cases, audio accessories and mobile charging accessories. The line incorporates unique finishes with the latest in technology and cutting edge design. T-Tech by TUMI Electronics are currently sold online and through airport, office and electronic specialty stores.

2014 CES Product Highlights:

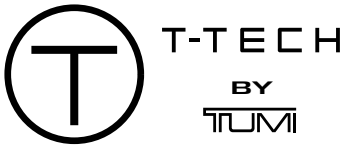
- T-Tech by TUMI Audio Line
- T-Tech by TUMI iPhone® and iPad® Cases
- T-Tech by TUMI Mobile Power Pack

For more information on the 2014 T-Tech by TUMI Electronics collection, visit www.jascopeproducts.com/t-techelectronics.com.

About T-Tech by TUMI

Designed for the “brand-formists”, T-Tech by TUMI offers a sense of modernity and relevant design to the consumer that embraces a more casual business style. The T-Tech by TUMI brand provides a low-touch balance to a high-tech lifestyle as seen in its collections, materials and overall aesthetic. Delivering innovative silhouettes, exclusive hardware and real-world functionality T-Tech by TUMI appeals to the consumer that is consciously aligned with the latest trends. T-Tech by TUMI maintains Tumi’s unparalleled heritage of quality, customer service and dependability but with a more youthful, trend driven attitude. For more information, please visit www.TUMI.com.





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UNDER EMBARGO JANUARY 7, 2014

T-Tech by TUMI Electronics Mobile Power Pack Delivers On-The-Go Charging at 2014 International CES

LAS VEGAS—January 7, 2014—Jasco Products Company today debuted the new T-Tech by TUMI Mobile Power Pack at the 2014 International Consumer Electronics Show in Las Vegas (Central Hall/Booth 9005).

“In today’s digital world, road warriors use mobile devices as their primary form of personal and professional communication. Longer battery life is no longer a frivolous want but an imperative necessity for any on-the-go user,” says Cameron Trice, Jasco Executive VP of Marketing and Product Development. “The sleek, portable design makes the T-Tech by TUMI Mobile Power Pack the perfect mobile accessory for any journey.”

Outfit your smart devices with the T-Tech by TUMI Mobile Power Pack (MSRP \$50.00). The mobile power pack features a sleek, compact design that can easily be stored in your briefcase, backpack or purse. The convenient LED light acts as an at-a-glance charging indicator to ensure your smart device is receiving power. A USB to micro-USB cable is included for recharging your mobile power pack. Encased in a rubber texture, the mobile power pack will not move or slide when on a smooth surface. T-Tech by TUMI Mobile Power Pack is designed to power most smart devices available today.

Equipped with Auto Sense Technology, the mobile power pack integrates Apple, Samsung Tablet and USB standards. This technology ensures optimum charging for all of your mobile devices. Today’s charger market offers a restrictive one-size-fits-all approach—supporting only one charging standard. The T-Tech by TUMI Mobile Power Pack eliminates charging inefficiencies by accommodating the three most commonly used industry standards. This universal charger approach provides optimum charging for today’s USB-powered devices.

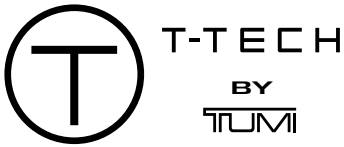
The mobile power pack is equipped with a lightweight 2000mAH lithium polymer battery capable of fully charging a smartphone or providing a smart device battery boost. The battery features built-in protection against over voltage, over current and minimum voltage. 1.0 Amp allows you to charge a smartphone at full capacity.

For more information on the T-Tech by TUMI Mobile Power Pack, visit www.jascopeproducts.com/t-techelectronics.com.

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Enhance Your Mobile Experience with T-Tech by TUMI Electronics 2-in-1 iPad® Portfolio Case

LAS VEGAS—January 7, 2014—Jasco Products Company today showcases the innovative design of the T-Tech by TUMI Electronics 2-in-1 iPad® Portfolio Case at the 2014 International Consumer Electronics Show in Las Vegas (Central Hall/Booth 9005).

“The T-Tech by TUMI 2-in-1 iPad Portfolio Case delivers unprecedented multifunctionality and superior quality and innovation,” says Cameron Trice, Jasco Executive VP of Marketing and Product Development. “Easily switch between different viewing angles for a seamless mobile experience.”

Shield your iPad with distinctive style and 360-degree coverage with the T-Tech by TUMI 2-in-1 iPad Portfolio Case. The inner and outer jackets feature high-quality leather-like material with conspicuous red accent stitching. The protective outer jacket acts as a defensive barrier while nestled in a briefcase, backpack or purse. The inside of the inner and outer jacket is lined with a soft-touch microfiber material and prevents screen scratches. The safety strap secures the iPad in place and minimizes movement while on the go. The magnetically attached, formfitted inner case protects against accidental bumps or drops while in use. Magnetically detach the inner jacket housing the iPad from the outer jacket to experience mobile freedom. The inner jacket also includes a convenient hand strap perfect for reading or delivering a presentation. The integrated hand strap is designed to rest flush when idle so the inner jacket fits seamlessly in the outer jacket. T-Tech by TUMI 2-in-1 iPad Portfolio Case delivers easy access to all ports and controls, while also offering a discrete stylus holder.

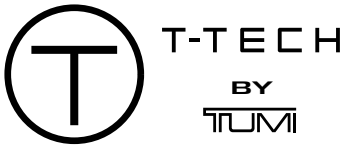
The fusion of detailed craftsmanship, refined aesthetics and multi-functionality creates the perfect portfolio case at home or on the go. The unrestrictive design provides ultimate flexibility by offering three viewing modes—cinema, portrait and typing. Cinema mode creates the perfect landscape-viewing angle for watching your favorite movie or television show. Portrait mode delivers the ideal viewing angle for reading a novel or swiping through the day’s news headlines. Typing mode features a low profile angle for composing emails or messaging with friends and family. The designated stylus holder means you are never without your favorite mobile accessory. Simply pull the inner jacket from the outer jacket for on-the-go or hand strap use. The built-in hand strap provides a secure grip and provides supreme confidence during a presentation or while on the go. The 2-in-1 design allows the user to customize their tablet experience—delivering the ultimate in user value.

For more information on the new line of T-Tech by TUMI Cases for smartphones and tablets, visit www.jascoproducts.com/t-techelectronics.com.

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UNDER EMBARGO JANUARY 7, 2014

T-Tech by TUMI Electronics Unveils New Smartphone and Tablet Case Collection at 2014 International CES

LAS VEGAS—January 7, 2014—Jasco Products Company today unveils the new line of T-Tech by TUMI Cases at the 2014 International Consumer Electronics Show in Las Vegas (Central Hall/Booth 9005).

“The 2014 collection of cases speaks to road warriors who desire functionality without sacrificing style,” says Cameron Trice, Jasco Executive VP of Marketing and Product Development. “The collection features a variety of refined colors, textures and designs to individually appeal to today’s trend-forward jetsetter.”

For your iPhone and iPad, there are protective solutions for enhanced screen protection. Durable materials such as ballistic nylon, sophisticated wicker and robust faux leather protect your mobile device from accidental bumps or drops while adding minimal weight or bulk. For basic protection and on-trend styling, T-Tech by TUMI Snap Cases provide the perfect balance between form and function. The snap-on fit allows you to easily change out your case on a daily, weekly or monthly basis to match your mood or environment.

The T-Tech by TUMI Real Wood Snap Case for your iPhone blends modern-day technology with rustic style. The form-fitted, lightweight design features a protective rubberized frame that protects your mobile device from scratches. A durable, real wood inlay outfits your mobile device in back-to-basics style that offers a weather-resistant design.

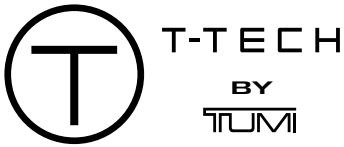
T-Tech by TUMI Padfolios deliver superior functionality and organization with refined aesthetics. The manager series padfolio incorporates convenient card slots for business card storage—perfect for networking opportunities. The loose paper pocket provides ideal storage for meeting notes and handouts. The interior elastic pen holder ensures you are organized and prepared for any meeting—great for your favorite pen or stylus. The executive series incorporates manager series features as well as additional organizational tools. The smartphone pocket with a magnetic flap closure is compatible with iPhone 5/5s and Galaxy S3/S4. The padfolio line includes snap, zipper and magnetic flap closure options. Rich faux leather grain and nylon textures and conspicuous red and black colors deliver durability and sophistication. T-Tech by TUMI Padfolios are available in 5x8 in. and 8.5x11 in. sizes. Exude confidence and sophistication at your next meeting with T-Tech by TUMI Padfolios.

For more information on the new line of T-Tech by TUMI Cases for smartphones and tablets, visit www.jascoproducts.com/t-techelectronics.com.

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IMMEDIATE RELEASE

T-Tech by TUMI Introduces New Audio Line at 2014 International CES

LAS VEGAS—January 7, 2014—Jasco Products Company introduces the new T-Tech by TUMI audio line at the 2014 International CES (Central Hall/Booth 9005).

“Advanced comfort, innovative style and superior quality best describe our new audio line. The look and sound of the new T-Tech by TUMI audio line are equally perfect and impressive,” says Cameron Trice, Jasco Executive VP of Marketing and Product Development. “We wanted to provide users with a full line of on-the-go friendly audio products from a brand they know and love.”

Indulge in natural style with the T-Tech by TUMI Natural Wood Grain Headphones. Premium 50mm drivers deliver clear, pristine sound and full dynamic range for a complete listening experience. The microphone with universal controller provides seamless hands-free or videoconference communication that is compatible with all major brands. The high-protein, breathable ear cushions provide supreme comfort for lengthy rides on planes, trains or cars as well as extended listening at home or in the office. Adjust the brushed aluminum headband for a perfect fit. The detachable nylon cord is tangle-resistant while the real wood tips continue the subtle back-to-basics style. The real wood grain inserts on the exterior of the ear cups adds natural sophistication while remaining lightweight. The durable brown canvas case preserves the quality and complements the rustic style of the headphones.

Amplify your music with the T-Tech by TUMI Premium Acoustic Noise-Cancelling Headphones. The luxury headphones deliver 360-degree surround sound through high-protein ear cushions that transmit clear, life-like sound. The active noise cancellation switch gives you the freedom to conserve battery life when the noise-cancelling feature is not needed. Active Noise Cancellation reduces up to 90% of ambient noise up to 20 decibels. The high-protein ear cushions turn in 90 degrees for ultimate portability and storage while the comfortable seal significantly reduces ambient noise. Modern brushed aluminum features mean not only will listeners enjoy amazing sound, but look good while enjoying their favorite music or movie. The braided nylon cord provides added durability for on-the-go use while avoiding annoying tangles. The microphone with universal controller works with all major brands and operating systems and controls music playback, makes/takes/ends phone calls with crystal clear performance and enables iOS Siri and other voice control commands. Adjust the rubberized headband for a flawless comfort fit. Easily store the T-Tech by TUMI Premium Acoustic Noise-Cancelling Headphones in the protective ballistic nylon hard-body travel case.

Experience undistorted, clean bass response with the T-Tech by TUMI Performance Bass Series Earset. Bass addicts will appreciate the powerful large impact driver that audibly and experientially delivers a visceral reaction. Select the perfect ear cups with three sets of noise-isolating, comfort-fit silicon ear gels including petite, regular and large sizes—providing customized comfort for extended use. The microphone with universal controller includes a single multi-function button that controls music playback, makes/takes/ends phone calls with crystal clear performance and enables iOS Siri and other voice control commands. The provided travel case conveniently stores and protects the earset for on-the-go use.

For more information on the T-Tech by TUMI Electronics audio line, visit www.jascopeproducts.com/t-techelectronics.com.

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PRESS PHOTOS

For high resolution images, alternate angles or lifestyle pictures, contact Sarah Johnson at sjohnson@jascoproducts.com or visit www.jascoproducts.com/t-techelectronics.





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