

## Cygnett releases the WORKMATE UTILITY

Written by Australian Business

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MELBOURNE, Australia, Sept. 10, 2013 /PRNewswire/ --

- Protective system for iPhone 5 and iPhone 5s

Marking Apple's much-anticipated announcement of the latest iPhone, Australian digital accessories designer, Cygnett is pleased to announce the release of the latest iteration of its successful WORKMATE protective series: UTILITY.

Cygnett Lead Industrial Designers, Shannon Brown and Haydn Smith, have been working on the WORKMATE UTILITY project over the past few months and are pleased that the project is now ready for release.

Shannon Brown explained, "We wanted to make a protective case for the urban environment, with a minimalist and efficient design. It had to be tough enough to stand up to most real world punishment, but not overwhelm the restrained form of the device."

Haydn Smith added, "We enclosed the screen with a PET guard, covered the buttons and sealed the ports, while maintaining the lowest material thickness we could -- 3mm total for the three materials making up the chassis."

Following Cygnett's usual battery of tests, Shannon and Haydn put the WORKMATE UTILITY through its paces in in the real world. Click to view the video: STREET TEST at ( <http://au.cygn>

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[ett.com/project\\_utility](http://www.cygnett.com/project_utility)

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WORKMATE UTILITY Quad-material protective system for iPhone 5 and iPhone 5S (Retail Price \$39.95 AUD | \$39.99 USD | £24.95 GBP | €29.95 EUR)

Designed with urban protection in mind, UTILITY is a compact, quad-material 360° protective system for your iPhone. Vibration absorbing soft TPE wraps around a tough PC shell, with an inner chassis of high-density TPU and integrated PET screen guard.

Its two part construction allows quick assembly with an efficient snap/clip closure. Utility features dust and weather resistant sealed ports, covered buttons with shock and abrasion protection.

WORKMATE UTILITY includes Cygnett's Lifetime Guarantee ( <http://au.cygnett.com/lifetime> ) and will be available at major retailers around the world, coinciding with the Apple iPhone 5S launch (

<http://au.cygnett.com/find-a-retailer>

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Follow these links for media kit ( <http://we.tl/XUCZnvZZNs> ) or videos ( <http://bit.ly/17MvIVN> ).

WE MAKE GEAR FOR SOCIAL ANIMALS, LIVING IN A DIGITAL WORLD.

We make considered objects that protect, connect and enhance the mobile experience. We were launched in Australia in 2003 and Cygnett's now very well-travelled. You can find our Android and Apple accessories, sound, power, stands and bags across four continents.

[www.cygnett.com](http://www.cygnett.com)

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