

- “I would appreciate a little more TLC once in awhile!” That’s what a quarter of Americans believe their technology would say if it could speak. Give your technology more TLC by keeping it protected from bumps in the road by storing it in a padded carrying case. ATIVA® Mobil-IT™ bags are designed to be sleek and stylish while providing your technology with ample protection.
- Avoid being one of the estimated 12,000 travelers that lose their laptops at airports every week.<sup>1</sup> Store your laptop in the same carrying case as the rest of your items to avoid accidentally leaving it at the gate or on the restroom counter.
- Americans admit that a spilled beverage is one of the top five ways they nearly damage or destroy their technology. Make sure to keep your morning cup of joe a safe distance from your laptop, cell phone, PDA and other technology to keep it safe.
- Did you know that almost 50% of Americans have completely damaged technology items simply while on the go? Utilizing various pockets in your bag will keep your laptop, PDA, ear buds, etc. organized and protected. ATIVA® Mobil-IT™ offers a great line of bags that meets these specifications!
- A back pocket is never a safe place to stow your cell phone. Did you know that –yikes– nearly 60% of Americans have had their technology items damaged because it “slipped” onto the floor? Always keep your cell phone, PDA and other technology devices zipped away to prevent it from falling.
- Free Wi-Fi at U.S. airports is on the rise!<sup>2</sup> Take advantage of this offering by toting your laptop on a business trip or vacation. ATIVA® Mobil-IT™ bags are equipped with padded straps to ensure comfort along your voyage and will keep your technology safe in transit.
- There are approximately 77.5 million pet dogs in the United States, which means just as many households need to keep technology out of their dogs’ reach.<sup>3</sup> Always store your technology in a safe place away from your pets. MP3 players and wired headsets are enticing chew toys!

<sup>1</sup> <http://gizmodo.com/5022317/us-travelers-lose-12000-laptops-every-week>

<sup>2</sup> [http://www.usatoday.com/travel/columnist/baskas/2010-02-10-free-airport-wi-fi\\_N.htm](http://www.usatoday.com/travel/columnist/baskas/2010-02-10-free-airport-wi-fi_N.htm)

<sup>3</sup> [http://www.humanesociety.org/issues/pet\\_overpopulation/facts/pet\\_ownership\\_statistics.html](http://www.humanesociety.org/issues/pet_overpopulation/facts/pet_ownership_statistics.html)

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