

B R Y D G E

Brydge Partners with OtterBox to Expand uniVERSE Case System to iPads *Award-Winning Manufacturer of Tablet Keyboards Delivers Greater Functionality to the Ultimate in iPad Case Protection*

LAS VEGAS (Jan. 5, 2017) – [Brydge](#), the company that set a new benchmark for iPad keyboards, today announced an exciting new partnership with [OtterBox](#), the No. 1-most trusted brand in smartphone and tablet protection¹. Through this partnership, Brydge will offer its award-winning Brydge 9.7 iPad keyboard as an accessory module compatible with the new [OtterBox uniVERSE Case System for iPad Air 2 and Pro 9.7](#). Brydge is OtterBox's first and only keyboard partner for the uniVERSE Case System.

The uniVERSE Case System features a versatile protective case with swappable accessory modules from leading manufacturers including Polar Pro, SanDisk, Ram Mounts and others to streamline and enhance the mobile computing experience.

Unlike any other keyboard on the market, the Brydge 9.7 transforms the iPad into a true laptop replacement and has been consistently rated among the best in the category. Compatible with the iPad Air 2 and 9.7-inch iPad Pro, the Brydge 9.7 keyboard features Bluetooth connectivity, 100% aluminum build, a patented hinge system allowing 180-degree viewing, backlit keys, and a three month rechargeable battery. Its award winning design includes tactile keys that allow users to have a full laptop-like experience. Now, the Brydge 9.7 attaches seamlessly to the OtterBox uniVERSE Case System, a CES 2017 Innovation Award Honoree.

“We are excited to be partnering with an innovative brand like OtterBox. The iPad continues to change the way we work, learn, and play and the uniVERSE Case System will further allow consumers to unlock the true potential of the iPad.” said Nicholas Smith, CEO of Brydge. “By partnering with OtterBox, consumers can now combine the unique functionality of the Brydge keyboard with a premium protection solution and many other leading accessory modules.”

Through the partnership, Brydge solidifies itself as a leader in the Apple accessory space. Since launching as one of the most successful Kickstarter campaigns in 2012, Brydge has built notoriety through innovations and achievements. Most recently, the company was named a CES 2017 Innovation Award Honoree for its newly-launched and first Microsoft Surface keyboard, the Brydge 12.3.

“OtterBox developed uniVERSE to bring together industry leaders and cutting-edge innovators, building a diverse mobile ecosystem,” said OtterBox CEO Jim Parke. “With cases and accessories launching for iPad and the addition of more than a dozen new accessory partners, the uniVERSE Case System is showing how customized mobile devices can truly be.”

The uniVERSE case system for iPad is coming soon on [otterbox.com](#) and [brydgekeyboards.com](#) for \$79.95. The Brydge 9.7 is sold separately for \$129.99. For more information, visit [brydgekeyboards.com](#).

¹ Source: The NPD Group/Consumer Tracking Service, 2012 – 2015

About Brydge

Brydge believes in a seamless connection to the world around us; unlocking potential, enabling freedom and unleashing the digital nomad within everyone. Starting out with one of the most successful Kickstarter campaigns of 2012, Brydge quickly set the new benchmark for tablet keyboards, being recognized by industry and customers alike. In 2014, Brydge launched the highly successful BrydgeAir (now the Brydge 9.7) range, the leading keyboard for the iPad Air 1 & 2, selling to customers in over 100 countries and establishing a core foundation for continued rapid growth. Brydge built on this success when it was named a CES 2016 Innovation Awards Honoree for its BrydgeMini for iPad mini 1, 2 and 3, and again in 2016 when it was awarded a Red Dot Design Award for the Brydge 9.7 and recently a GOOD Design award for the Brydge 12.9 for iPad Pro 12.9-inch. For more information please visit www.brydgekeyboards.com, or connect with Brydge on Facebook (www.facebook.com/brydgekeyboards/) or Instagram (<https://instagram.com/brydgekeyboards/>) or Twitter (<https://twitter.com/brydgekeyboards>).

About OtterBox

OtterBox boldly innovates and designs premium protective cases for smartphones and tablets. From its humble beginnings in a Fort Collins, Colo., garage, OtterBox has evolved its product lines to meet the needs of today's mobile consumer to become the No. 1 selling smartphone case in the U.S.¹ From rugged to versatile to fashionable, OtterBox has a product for every lifestyle. At the center of every OtterBox innovation is a deeper goal to effect positive, lasting change. In partnership with the OtterCares Foundation, OtterBox grows to give back by inspiring kids to change the world through entrepreneurship and philanthropy. To learn more about this mission, visit otterbox.com/givingback. For company information, visit www.otterbox.com.

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