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## FOR IMMEDIATE RELEASE

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## THE JOY FACTORY LAUNCHES NEW MOUNTABLE, AND RUGGED aXTION™ EDGE M CASE FOR SURFACE PRO 3

**IRVINE, California (May 29, 2015)** – [The Joy Factory, Inc.](http://TheJoyFactory.com) announced today that it has expanded its mountable case offering with the addition of the aXtion™ Edge M, made specifically for Surface Pro 3 tablet. The Joy Factory changed the game once again by growing their family of cases and enclosures to include Microsoft's Surface Pro 3 tablets for their popular carbon fiber MagConnect™ mounting system.

Savvy professionals and business owners alike today know that deploying tablets in their environment is only the first step to improving their business. The longevity of the tablet solution is only as good as the protective accessories they couple with their investment. Microsoft latest Surface Pro 3 deserves the very best in protection, so it can keep the mobile workforce efficient, effective and at the same time offering peace of mind in whatever environment it's being used in.

**aXtion™ Edge M** meets the industry's highest standard military-grade shockproof MIL-STD-810 cases, which can withstand accidental drops from up to six feet. The aXtion™ Edge M, measuring in at 0.6", a little over half an inch, is one of the thinnest cases on the market for the Surface Pro 3 to offer this level of shockproof protection. The case has a slender profile on the sides for a comfortable grip, while providing added reinforced padding on the corners for extra protection where it's most needed. On the side of the Edge M case, there is a built-in holder for a digital pen to be stowed away for easy transport. The aXtion™ Edge M also highlights in this new case design, deboss grooves on the inside backing of the case which acts as air circulating channels, a technology coined as SmartChill™ that looks cool, but more importantly allows heat to dissipate easily.



"The Joy Factory aXtion™ brand is synonymous with high quality, security, durability and protection," says Sampson Yang, CEO of The Joy Factory. "The new aXtion Edge M for Surface Pro 3 case offers professionals something new in the market, namely unique mountable protection with unparalleled functionality."

The Joy Factory aXtion™ Edge M case protects against accidental drops, easily secured to any MagConnect™ mount and positioned for easy accessibility virtually in any location. The Edge M case can be easily mounted to any of The Joy Factory's MagConnect™ mounts. Mounting

capability expands the Surface Pro 3's usefulness in potentially active or unpredictable environments such as manufacturing facilities, construction sites, warehouses, restaurants, hospitals, tradeshow, various vehicles and more. The case can also be complemented by an optional shoulder strap (CWX102) for hands-free carrying.

The [Joy Factory's aXtion™ Edge M for Surface Pro 3](#) case is currently available at [www.thejoyfactory.com](http://www.thejoyfactory.com) and select online resellers, at the MSRP of \$49.95.

### **About The Joy Factory**

The Joy Factory, headquartered in Irvine, Calif., offers innovatively designed digital device accessories. The company's name is derived from the definition of Joy: the emotion of great delight or happiness caused by something exceptionally good or satisfying. This is the driving philosophy behind the company's commitment to creating an elite class of digital companion products that bridge today's complex technology and elicit a joyful experience for the consumer. The company's flagship product suite of iPad®, iPhone® and tablet patented and patent-pending specialty accessories include versatile cases/stands, mounting systems and innovative styluses to allow consumers to stay active and engaged with their smart devices in their daily lives.

The company was founded by a team of gadget fanatics and designers with more than 40 years of expertise in the consumer electronics sector and was named an International CES Innovations '2014 Design and Engineering Awards Honoree' and as one of the 'Top 5 Mobile Case Brands' in About.com Reader's Choice Awards. Additional information is available at [www.thejoyfactory.com](http://www.thejoyfactory.com), [www.facebook.com/thejoyfactory](http://www.facebook.com/thejoyfactory) or [www.twitter.com/thejoyfactory](http://www.twitter.com/thejoyfactory).

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