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The Joy Factory Unveils Industry's First Bicycle Mount for iPhone 5c, Enhances Portfolio of Case and Mounts for iPhone 5, 5c and 5s

Durable, Waterproof Case and Universal Bike Mounts Empower Cycling Enthusiasts to Hit the Open Road

IRVINE, Calif. (Oct. 3, 2013) – The Joy Factory, Inc. unveiled today its enhanced line of [StormCruiser](#) IPX4-rated water-resistant protective cases and mounting systems for bicycles, motorcycles, and ATVs.

Compatible with the iPhone 5™/5s™, 5c™ and the Galaxy S3, the StormCruiser is designed to attach to standard handlebars and also affixes to golf carts, sports umbrellas supporting a diameter of 1 1/8 inches or less. In addition, the company also launched the new [aXtion Go](#) Bike Kit, offering iPhone 5 users the aXtion Go IPX5-rated waterproof case bundled with a universal bike mount.



StormCruiser case/mount for the iPhone 5/5s and 5c

“Today’s die-hard and recreational cycling enthusiasts can leverage their smartphone on any excursion,” said Miranda Su, executive president of The Joy Factory and consumer electronics veteran. “The scratch and weather-resistant case works simultaneously with the mount which allows users to access the GPS, phone and music features while navigating tough mountain bike trails or riding to work through city streets.”

The StormCruiser features an improved mounting technology that offers hassle-free installation and removal. The smartphone fits snugly into a clamshell case that fastens tightly with two clasps on either side and conveniently releases with the touch of a button. The StormCruiser provides full access to the smartphone’s buttons and full usage of the touch screen. In addition, the case offers water-resistant sealable earphone and charging ports to offer greater protection against the elements while cycling. When needed, the sealable ports easily open to provide access to charging or earphone use.

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The aXtion Go case is waterproof-rated IPX5, which protects the iPhone 5 from the most destructive natural elements and human mishaps. Users have greater options to position the case horizontally or vertically on the frame of a bicycle for hands-free access to number of options such as GPS maps, MP3 players or speakerphone. When not in use, the aXtion Go case is designed to easily detach from the mount and serve as a stand-alone case, leaving the iPhone 5 protected.



aXtion Go case/mount for iPhone 5

The StormCruiser for the iPhone 5/5s/5c and for the Galaxy S3 is currently available for pre-orders at www.thejoyfactory.com and offered at an MSRP of \$49.95. The aXtion Go Bike Kit for the iPhone 5 is offered at an MSRP of \$64.95.

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 charging solutions 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 recently named an International CES Innovations '2013 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, www.facebook.com/thejoyfactory or www.twitter.com/thejoyfactory.

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