



## LIVE LUGGAGE – A Design Icon

*Henley-on-Thames, June 26 2008...* The world has seen some classic design icons over the years, such as the “E” Type Jaguar, Riva Boats and the Apple I Mac. Today we must add another...Live Luggage’s PA - Power Assisted Series suitcase!

Classic design icons of the 20th century all have similar characteristics. Live Luggage is no exception.– PS Series cases are packed with features such as the unique ‘anti-gravity’ handle and the ingenious ‘pancake motor’ and have combined those technological advances with a sleek and robust yet modern design, enabling the travelers to cut through the most awkward of environments. By combining technological advances with form and function, Live Luggage has created a design icon for the 21st century.

Live Luggage has taken a brand new look at the problems encountered by travelers and has spent the last five years developing a truly iconic product - a ‘Pancake Motor’ with the sole purpose of using this ingenious device to provide the market with the ‘first fully integrated, totally sealed, direct drive power assistance system’ for a suitcase.

NO gears, NO drive shafts or belts, NO moving hub mechanisms, NO valuable space taken up in the luggage. Light, totally sealed and very, very robust!

This product redefines the traveller’s adaptability and freedom to go anywhere. As the travel industry is lowering maximum case weights making the traditional *awkward* case unacceptable, the target market for Live Luggage is the medium to large suitcase sector. Why break your back when you can use luggage that is effortlessly manoeuvrable. Consumer needs are changing and so is our traditional packaging thought process.

The Live Luggage product is unique in four ways:

1. Live Luggage PA Series cases use the latest developments in PAN motor technology (in other words, all the electronics, software and motors are built into the wheels), using NiMH power cell technology (re-chargeable) to deliver, for the first time, true *Power Assistance* for the standard traveller. *Power Assistance* means no more struggling with heavy cases, no more frustration with small wheels that are not up to the job, and no more neck, back or shoulder aches!

2. Live Luggage cases are fitted with the unique patented *Anti Gravity* pull-out handle that shifts the majority of the total weight bulk on to the main wheels radically improving stability making your luggage vastly more transportable, manoeuvrable and controllable.
3. Steps and kerbs are a major problem for all of us. Live Luggage cases incorporate “in line skids” that make mounting a step, a train door entrance, a bus platform or getting into a taxi simple.
4. Conventional luggage with standard castors or spinners will simply not go over rough terrain or pebbles. When moving cases most problems occur, not at the terminal, but at home or at the final destination, where trolleys or helpers cannot be guaranteed. The Live Luggage wheel design overcomes these problems with ease.

Live Luggage is quickly re-chargeable using a device similar to a mobile phone charger, so once you've arrived at your destination you can use multi-adaptors (supplied) to re-charge ready for your next journey.

PA Series cases have two DC motors in the wheels and a very small rechargeable battery pack which can go up to 1.5 miles between charges. The motor is controlled by force sensors in the handle which is only activated when the Anti Gravity handle is pulled out. When the handle is flush, the motor is isolated and for safety reasons also acts as a 'dead man's' handle.

Please go to [www.liveluggage.com](http://www.liveluggage.com) to Media Centre and download the hi-res images.

**LIVE LUGGAGE** – because the world is not flat.