



PRESS RELEASE

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A Case for President Obama

Just as President Barack Obama is renewing the case for investment in technology across the Atlantic, Live Luggage is launching its latest high-tech product to help us get there: the Hybrid PA bag.

Live Luggage has led the way in power-assisted luggage, and their pioneering PA Series suitcase employs a wide range of innovative features that make it feel almost completely weightless to users. The new Hybrid PA bag offers all the same technology, but in a much lighter and more flexible bag, enabling greater range and utility.

For those who are unfamiliar with Live Luggage technology, it essentially means four things. Firstly, Live Luggage features a fully adjustable “Anti-Gravity” handle that pivots away from the case and ensures that 85% of the luggage weight is balanced directly over the bag wheels. Optimised weight-distribution makes for a much lighter load, and the adjustable handle ensures that even the tallest people won’t scuff their heels on the bag.

Secondly, “Pancake Motors” are built into each wheel, and provide power to overcome negative forces like rough ground, slopes and steps. Sensors in the handle prompt an intelligent torque-control system to provide exactly the right amount of power to the wheels, and no more. This ensures the bag always feels light, even if you have to run, and helps optimise battery life.

Thirdly, Live Luggage comes with a free tracking service called Live Locator so, if an item goes astray, a text-message and e-mail can be sent to you with details of its whereabouts.

Finally, Live Luggage is extremely strong and durable, being constructed on a tough PC ABS frame.

The new Hybrid PA bag has been designed as a lightweight, flexible solution for air travellers and is made of durable, padded nylon. Attached to the main bag are separate lap-top and overnight travel cases, which can both be individually unzipped for use as hand-luggage, and can also be fastened to each other. As well as offering several handy options and meeting the different check-in requirements of all the world’s airlines, this also makes the Hybrid PA bag look really stylish.

London-based fashion designer, Jacqui Ma, who worked on the bag, said: “It’s a unique combination of technology, cool design, and is also highly practical – a real breakthrough for travellers.”

Live Luggage products are powered by rechargeable NiMH (Nickel Metal hydride) batteries that are as small as standard laptop chargers, and are easily recharged overnight. The Hybrid PA bag has a range of around two miles.

The Hybrid PA bag is a limited edition that's made in the UK, and the ideal companion for frequent travellers who appreciate high-tech luxury. President Obama should look no further.

The Live Luggage Hybrid PA bag will be launching exclusively at **The Gadget Show Live at NEC in Birmingham on April 17th '09.**

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Or for editors wanting to test drive the new soft top contact Live Luggage PR
Manager: Claire Johnson on claire.johnson@liveluggage.com
Telephone: +44 1491 636 393 Mobile: +44 7810 752 813