



LIVE LUGGAGE

PRESS RELEASE

August 25th 2009

“One small step for man, one giant leap forward for luggage...”

Live Luggage suitcases with anti-gravity handles are an out of this world experience



Unbelievably, mankind had put a man on the moon **15 years** before working out that it would be a good idea to put wheels on luggage. Tiny wheels and collapsible handles first appeared on luggage in the 1980's and although this was a great improvement, it wasn't too soon before we all realised that only part of the problem had been solved. As we struggled along pulling a heavy suitcase which had to be carried or dragged up steps and slopes and fell over because it was unevenly loaded, it was clear that luggage technology had some considerable way to go.....

Thankfully, all this has now changed. Live Luggage presents another world first - a unique range of powered luggage for the twenty-first century and beyond, with flat motor technology built into the wheels and a patented anti-gravity handle system. The result is that 85% of the weight of the

packed case is automatically put over the wheels, weight distribution is optimised and the handle system lowers the centre of gravity of the case and drives the powered wheels effortlessly forward and up gradients and curbs. The bright yellow anti-gravity handle system is instantly height adjustable by up to 22cm and just as easily suits a petite woman or younger teenager as a strapping 6-foot plus man. The Live Luggage handle system clicks forward from its streamlined stationary position, its integrated intelligent torque control system and sensors drive the “pancake motors” in the wheels and the payload of the suitcase feels virtually weightless while moving. Powered by rechargeable batteries, the Live Luggage case can travel uphill for up to a mile and half on one charge. The battery recharges just like a mobile phone and adaptors are included which suit most corners of the planet. Each Live Luggage case also has a unique identifier, its Live Locator ID. Once registered on the Live Luggage database, a lost case can easily be traced to its owner and returned.

We've known for a long time that the world is not flat. Some surfaces we have to navigate over with suitcases seem as full of craters and obstacles as the moon. Now Live Luggage suitcases make terrestrial journeys as smooth and weightless as a spacewalk.

- Two models currently available:
 - the Live Luggage Hybrid PA bag, a soft ballistic nylon case with removable laptop and weekend bags, priced at £395;
 - the Live Luggage PA series suitcase, with hard shell and TSA recognized combination locks, priced at £395.

Please go to www.liveluggage.com to Media Centre to download the hi-res images. For further information or for editors wanting to test drive (London only) either the new Hybrid PA Bag, or the PA series suitcase, please contact:

Clive Hemsley
E mail: clive.hemsley@liveluggage.com or telephone +44 1491 636393

[Click here](#) to view the Discovery Channel feature.