



LIFEPROOF
LET'S GO!



LIFEPROOF® nüüd
CASE FOR iPad

REVIEWER'S GUIDE

MEET THE LIFEPROOF nüüd FOR iPad

The LifeProof nüüd case for iPad launches a new era of freedom in mobile computing — LifeProof takes the worry out of living and brings new capabilities and freedom for the iPad.

The LifeProof nüüd case is **water proof, shock proof, dirt proof and snow proof** yet has been designed to ensure interaction with the new iPad's beautiful retina display is as natural as possible.

LifeProof's nüüd case offers this unrivaled protection without adding excessive bulk. Every feature of the iPad is fully accessible and functional, including a large

Sound Enhancement System speaker port and CrystalClear double anti-reflective coated glass lens for the highest quality images.

Now road warriors and adventurers can confidently take their iPad with them everywhere, parents and educators can have peace of mind their investment in technology is safe, students can use their iPads everyday and in any kind of weather, and kids can just be kids. First responders, the military, and those out in the field or in challenging environments can have thousands of apps at their fingertips when and where they need them.

SOUND ENHANCEMENT SYSTEM



FULL FUNCTIONALITY



TARGET AUDIENCE

The LifeProof nüüd case for iPad is perfect for iPad users who want the confidence and freedom to use their iPad everywhere, everyday, for everything. This includes students, parents, road warriors, outdoor adventurers, construction workers, medical practitioners, fire fighters, law enforcement officers, military and more.

ACCESSORIES

A variety of accessories will soon be available for the LifeProof nüüd case for iPad. The first accessory will be the cover + stand that protects your iPad when it's not in use and also doubles as a stand for watching movies or angling your iPad at the optimal typing angle.

Coming soon will be a hand strap and over-the-shoulder strap, with more accessories to follow.



WHY nüüd?

All other cases with built-in screen protectors have a plastic sheet and air gap that significantly degrades the visual clarity and touch experience. With the nüüd's naked screen technology, there is absolutely nothing between you and the iPad, providing uncompromising visual clarity and the most intimate touch experience.



nüüd vs. others

FEATURES

WATER PROOF

Fully submerge underwater down to 6.6ft / 2m

DIRT PROOF

Totally sealed from minute dust particles




SNOW PROOF

Complete protection keeps ice and snow out

SHOCK PROOF

Designed to military drop survivability specifications



- 1 **LifeProof's nüüd case** allows for perfect tactile response and visual clarity while iPad remains fully protected from water and dust. 
- 2 Easy to access charging port, maintains seal even when underwater
- 3 Light-weight, shock absorbing, non-stick, fully enclosed casing
- 4 Large speaker ports allow you to get the most out of your music and movies using LifeProof's **Sound Enhancement System** 
- 5 All buttons and features are always accessible
- 6 **CrystalClear** double AR coated real glass lens for ultra-high quality images 
- 7 Transparent back
- 8 Water proof and dirt proof seals on case, ports and buttons

USE YOUR IPAD WHENEVER WITH nüüd

ON THE JOB



construction sites



on the road



all weather conditions

IN ACTION



adventure and the outdoors



when navigating



on the water

AT HOME



in and around the pool



with the kids



cooking and mess

AT SCHOOL



go-anywhere textbook



science and discovery



fun and sports

SPECIFICATIONS

- Dimensions:** 10.4in x 8.2in x 0.8in / 265mm x 208mm x 20.5mm
- Weight:** 0.7lbs / 310gms
- Water Proof:** Fully submerge to 6.6 feet / 2 meters for 30 minutes
- Shock Proof:** Designed to withstand drops from 4 feet / 1.2 meters
- Dirt Proof:** Totally sealed from dirt and dust particles to the IP-68 rating
- Snow Proof:** Fully enclosed to keep out all melting snow and ice to the IP-68 rating



Designed to meet or exceed these specifications:



MIL-STD-810F is the standard that addresses a broad range of environmental conditions, with **MIL-STD-810F Method 516.5 Procedure IV** being the section of the standard that is specific to functional drop.

This standard requires that the item can physically and functionally withstand the relatively infrequent, non-repetitive shocks encountered in handling, transportation, and service environments. This may include an assessment of the overall material system integrity for safety purposes in any one or all of the handling, transportation, and service environments.



IEC 60529 is the standard for Ingress Protection from water and dust for enclosures. **IP-68** is the most rigorous classification in this specification.

The first characteristic number describes protection from solid foreign objects. An enclosure with a characteristic number of 6 can withstand exposure to circulating talcum powder for 8 hours with no dust ingress after that period.

The second characteristic number describes protection against water. An enclosure with a characteristic number of 8 exceeds all other water protection levels and is specified by the manufacturer. For LifeProof, number 8 signifies the LifeProof nüüd case for iPad will withstand immersion in water to a depth of 6.6 feet / 2 meters for 30 minutes.

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