



LIFEPROOF®

LET'S GO!

nüüd iPhone 5s **REVIEWER'S GUIDE**



nüüd FOR iPhone 5s

iPhone 5s represents what is technologically possible and technologically useful in a smartphone. And, nüüd for iPhone 5s makes that technology more useful than ever thought possible. nüüd protects iPhone 5s the from drops and dunks, provides complete access to every function, even Touch ID, and lets consumers use their device in ways they never dreamed.

Revealing full touchscreen access, nüüd for iPhone 5s provides an uninterrupted touch and visual experience. The combination of complete protection and total interaction is unmatched by any all-protective iPhone 5s case available anywhere. truly ahead of its time.

For a complete overview, visit www.lifeproof.com/en/iphone5s-nuud



YOU CAN TOUCH
THE ACTUAL SCREEN

nüüd SCREENLESS TECHNOLOGY

Touchscreen glass is incredibly tough, and like all glass, waterproof. nüüd technology exploits these properties instead of covering them. Like a windshield seals to a car's body, the case seals to the touchscreen. Together, glass and seal keep water and debris out while the inside stays safe and dry.

Using integrated gaskets, nüüd forms a waterproof seal around the edge of the iPhone 5s touchscreen. Sealing to the actual touchscreen keeps the case and phone completely waterproof, while the touchscreen stays open to direct touch.

- User can touch the actual touchscreen
- iPhone 5s stays completely waterproof and drop proof
- Zero visual interference — eliminates glare, rainbows
- Uninterrupted touch response

WATERPROOF SEAL





FEATURES

Design:

The thinnest, lightest all-protective case ever made for iPhone 5s

nüüd:

Waterproof seal protects iPhone 5s and opens the touchscreen to direct touch

Touch:

User can touch the actual touchscreen

Function:

Complete access to Touch ID and every button, control and port

Style:

Clear case back highlights the brilliant iPhone 5s design

Profile:

Slim, sleek case stays true to the iPhone 5s precision lines and profile

Jack:

iPhone 5s stays waterproof when using headphones (includes waterproof headphone jack adaptor)

Acoustics:

Dynamically engineered speaker ports deliver maximum sound output and clarity

Optics:

Anti-reflective optical-glass lens ensures distortion-free photography



LAB TESTED

Tested to meet strict specifications — and to exceed your expectations



Water Test

All cases are factory water tested. Then an independent lab conducts additional testing, including a second water test on randomly selected cases. Cases that pass are shipped. Cases that fail are scrapped.

Ensures every case is leak free while instilling maximum consumer confidence.



MIL STD 810-516

This US Military Standard addresses the functional drop. It requires that an item can physically withstand the relatively infrequent, non-repetitive shocks encountered during handling and transportation.

Survives the drops, vibrations and bumps users encounter day to day.



IP-68

The international standard for Ingress Protection (IP). 6 is the highest rating for solids. 8 is the highest for liquids. IP-68 rated cases withstand circulating talc for 8 hours and water immersion to 2m for 1 hour.

Designed and tested to keeps water, dirt, dust and snow out.

SPECS

DIMENSIONS 2.65in x 5.45in x .56in / 67.31mm x 138.43mm x 14.22mm

WEIGHT .09lbs/.04kg

MSRP \$89.99





ONE CASE. FOUR PROOFS.



WATER PROOF

Fully submersible to 6.6 feet / 2m for up to 1 hour

This level of water protection goes beyond accidental spills, splashes and surprise weather. Users can take their iPhone swimming, surfing and rafting. They can shoot underwater videos. Listen to music in the shower. Read in the tub. And simply wash it off in the sink.

See IP-68 under Lab Tested.



DIRT PROOF

Totally sealed from dirt and minute dust particles

LifeProof's water protection standards also block dust and dirt. Users can take their device hiking, camping, hunting and shopping. They can use it on the job, on the field or on the beach. Dirt, dust, sand, grit and mud stay out, keeping the iPhone 5s up and running.

See IP-68 under Lab Tested.



SHOCK PROOF

Survives drops from up to 6.6 feet / 2m

Drops are the number-one cause of device damage. It slips from the user's hand, falls off their lap, drops from the car roof or gets knocked off the table. LifeProof nüü is built to military specifications for drop protection — safeguarding iPhone 5s from the most common mishaps.

See MIL STD 810F-516 under Lab Tested.



SNOW PROOF

Completely closed to sleet, snow and ice

Since nüü has no problem keeping water and dirt out, it's perfect for protecting iPhone 5s from melting snow, ice and sleet. Traditional cases can actually wick water from melting snow, drenching the device inside. With nüü, users can ski, snowboard, skate and sled without worry.

See IP-68 under Lab Tested.

ACCESSORIES

Armband

Designed specifically for the nüüd iPhone 5s case, the Armband gives users access to iPhone's GPS, camera, performance trackers, training apps, music and communications while walking, running, swimming and riding.

\$49.99



Bike + BarMount

Keeps nüüd for iPhone 5s mounted and secure on any bicycle's handlebars. And, it's not just for bikes. Also works great for motorcycles, jet skis, gym equipment, grocery carts and strollers.

\$39.99



LifeJacket

Slipping securely around nüüd for iPhone 5s, LifeJacket keeps the iPhone buoyant and afloat. Along with the super buoyancy, the additional padding adds an extreme layer of drop protection.

\$39.99



Belt Clip

Clips the nüüd iPhone 5s case to users belt and positions it right where they need it. Works with regular-sized belts and utility belts, making it perfect for business professionals, military, law enforcement, emergency services and construction work.

\$29.99



Suction Cup + Car Mount

Mounts frē for iPhone 5s to user's windshield or any flat surface. It's perfect for navigating via GPS, listening to iTunes, making hands-free calls and recording the road with iPhone's camera.

\$39.99



LIFEPROOF, LET'S GO!

LifeProof tablet and smartphone cases are just that - life proof. Designed to deliver protection, style and functionality, LifeProof gives users the freedom to enjoy their mobile device everyday, everywhere, for everything - without worry.

LifeProof continues to innovate and introduce technologies like frē, nüüd and four-proof protection in their mission to keep mobile devices protected and consumers connected in all situations.

For media contacts and press kits, visit:
www.lifeproof.com/pr





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