



LIFEPROOF®

LET'S GO!

nüüd iPhone 5c

REVIEWER'S GUIDE



nüüd FOR iPhone 5c

When setting out to protect iPhone 5c, LifeProof had three goals: keep it protected, keep it touchable, keep it colorful. And with nüüd, we hit all three. nüüd protects iPhone 5c from drops and dunks, opens the touchscreen to direct touch, and lets the true color shine through.

With four-proof protection, uninterrupted touch and a complementary clear case, nüüd keeps the iPhone 5c colorfully covered so users can live outside the lines.

For a complete overview, visit:
www.lifeproof.com/iphone-5c-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 5c 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 5c 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 5c

nüü

waterproof seal protects iPhone 5c and opens the touchscreen to direct touch

Touch

user can touch the actual touchscreen

Style

clear case shows off iPhone 5c's vibrant colored shell

Function

complete access to the touchscreen and every button, control and port

Profile

slim, sleek case stays true to the iPhone 5c precision lines and profile

Jack

stays waterproof when using headphones (includes waterproof headphone jack adaptor)

Acoustics

dynamic 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



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.



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.



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 2.67in x 0.60in x 5.46in / 67.8mm x 15.2mm x 138.7mm

WEIGHT 1.4oz/ 40g

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 5c swimming, surfing and rafting. They can shoot underwater videos. Listen to music in the shower. Read in the tub. And 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 iPhone 5c 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 5c 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 frē is built to military specifications for drop protection — safeguarding iPhone 5c from the most common mishaps.
See MIL STD 810F-516 under Lab Tested.

SNOW PROOF

Completely closed to sleet, snow and ice
Since frē has no problem keeping water and dirt out, it's perfect for protecting iPhone 5c from melting snow, ice and sleet. Traditional cases can actually wick water from melting snow, drenching the device inside. With frē, users can ski, snowboard, skate and sled without worry.
See IP-68 under Lab Tested.

LIFEPROOF LINEUP

nüüd for Galaxy S4

nüüd protects Galaxy S4 from the plunges and fumbles of daily life. Then, it launches usability through the stratosphere by removing the screen cover. That's right — four-proof protection with no need for a screen cover!

\$89.99



frë for Galaxy S4

Meet the next-generation smartphone case for the next-generation smartphone — frë for Galaxy S4. frë safeguards Galaxy S4 with a built-in touchscreen protector and is backed up by our legendary four-proof protection.

\$79.99



nüüd for iPhone 5s

Everything LifeProof is built on — sleek style, full device function, uncompromising design, and of course, the Four Proofs — is built into the iPhone 5s case. And, the nüüd technology takes usability to all new levels.

\$89.99



frë for iPhone 5s

The thinnest, lightest, all-protective case available for iPhone 5s. Featuring a built-in screen cover and waterproof, dirt-proof, snow-proof and drop-proof protection, frë lets you use iPhone 5 everywhere, everyday for everything.

\$79.99



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 frë, 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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