



We Dare To Do It Different

Case Study

EPOCIT

Product Developers

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About Product:

EPOCIT is a carrying case designed to protect and personalize your iPod. It is the novel approach of magnetic attachment, which allows the users to securely connect the iPod to their clothing without restricting straps and unreliable clips. This unique magnetic attaching device permits the location of the iPod closer to the ears avoiding earpiece cable obstruction due to the shorter distance and the built in cable wrap.

Now, listen to your favorite music while walking, running, riding bicycles and engaging in any other physical activities.

Background: With the ever advancing music replay devices users are playing their music while, walking, running, riding bicycles, and engaging in many other physical activities.

Problem: How to securely attached an iPod and avoid cable entanglement while engaging in a variety of physical activities was presented to our design staff by a General contractor who was also an avid athlete. Devices were available to strap an iPod to your arm, clip it to your belt, waist band, or pocket all of which had set backs.

Solution: Collaborating with our client the design team came up with the novel approach of magnetic attachment which would permit the user to securely connect the iPod to their clothing without restricting straps and unreliable clips. The unique magnetic attaching device permits the location of the iPod closer to the ears avoiding ear piece cable obstructions due to the shorter distance and the built in cable wrap provided by the E-Pocket® products.

Product Features:

- The iPod easily and securely snaps into the E-Pocket
- A detachable magnetic disc slips underneath the clothing
- The E-Pocket self-positions on the outer surface of the clothing and securely locks onto the magnetic disc
- Excess ear piece cable is wrapped around and locked into the outer channel of the E-Pocket
- The iPod can be released from the E-Pocket to tune, change channels/volume without having to detach the E-Pocket from your clothing and be easily snapped back into place