

PODSHOP INTRODUCES STAND/DISPLAY FOR IPOD

PodHolder Designed to Protect and Complement, Not Conceal or Detract

PodShop (www.podshop.com) announces the immediate availability of PodHolder, a clear acrylic stand used to hold and display the iPod, Apple's wildly popular portable hard drive device.

PodShop - a company that designs specialized iPod accessories - designed their first product, PodHolder, with the elegance and simplicity of iPod in mind. "We wanted a product that would Protect and complement iPod, not conceal or detract from it" says Christopher Anderson, founder of PodShop. "Apple products are works of art. They deserve to be treated as such."

PodShop got its start a couple of months after Anderson, an IT engineer at a Wintel-based organization, became a "Switcher". His first Apple product, a 10 GB iPod, hooked him. He loved his new device, but didn't like carrying it around in a black leather case. He felt the beauty of iPod shouldn't be concealed, yet he needed something to keep the back of his iPod from getting scratched. He also wanted it propped at an angle to provide a better way of using it while at his desk. "I looked around, and found a few different stands, but they simply weren't what I was looking for. They either didn't provide the protection for the back of iPod I required, or were simply too detracting from iPod's appearance, or both" said Anderson. When he couldn't find the solution he was looking for, Anderson decided he was going to have to come up with his own. After a warm response from friends and colleagues, Anderson decided to turn his idea into a product, and to start a company specializing in iPod accessories.

More information about PodHolder can be found on the company's website at www.podshop.com. PodHolder is priced at \$15.95 with shipping costs starting at \$3.95.

PodShop was founded in 2002 to provide owners of Apple Computer's iPod with specialized accessories.

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If you'd like more information about this topic, or to schedule an interview with Christopher Anderson, please email admin@podshop.com.