



FOR IMMEDIATE RELEASE

## Adorama Announces New iBoard Bluetooth Wireless Keyboard for Use with the iPhone, iPad and iPod Touch

*Exclusive Adorama Flashpoint iBoard Bluetooth keyboard owners receive free access to AppsKey Pro App available from the Apple iTunes Apps store*

New York, NY (October 26, 2010) – Adorama ([www.adorama.com](http://www.adorama.com)), one of America's premier photography and consumer electronics resellers and iPad and iPhone accessory headquarters, announces today the new **Flashpoint iBoard Bluetooth Wireless Keyboard** for the iPad, iPhone 4.0, iPod Touch and any Mac computers\*. In addition to normal keyboard functions, this App-controlled mobile keyboard also provides convenient shortcuts which allow users to quickly and easily open their favorite Apps and Websites.

Earlier this year, Adorama, a photo-imaging retailer serving generations of photographers, recognized the impact of the iPhone on photography by announcing the Annual APPOS Awards. The APPOS awards are designed to spotlight the rapid rise in popularity of the iPhone as a new platform for digital point-and-shoot photography and to recognize developers of outstanding photo Apps. Introduction of this new App-controlled Bluetooth wireless keyboard continues in Adorama's tradition of recognizing the impact that wireless devices have on our mobile society.

This new \$69.99 Adorama Flashpoint iBoard kit is manufactured to the same specs as the original Apple® wireless Bluetooth Keyboard but with an additional feature – this keyboard utilizes single-stroke shortcuts programmed into the keyboard via a proprietary App available free to all owners of the Flashpoint iBoard Keyboard from the Apple iTunes Apps Store. Adorama has been selected as the exclusive distributor for the iBoard which is available at [www.adorama.com](http://www.adorama.com) along with the latest cases, skins, stands and chargers for iPads and iPhone.

“Adorama's iPad and iPhone Accessory Headquarters just got a whole lot more exciting with the addition of this new upgradeable Bluetooth wireless keyboard,” said Ahron Schachter, Adorama spokesperson. “This new wireless keyboard is just one of many mobile accessories now available and in stock at Adorama for today's latest and greatest mobile devices and it's a product we know our customers will appreciate.”

The Adorama Flashpoint iBoard Keyboard kit includes:

- An Original Equipment Apple Bluetooth Keyboard with App shortcuts such as “Mail” printed on the keys to provide users with a quick response to certain Apps and websites. And as an added convenience to the imaging community, the keyboard's “A” Hot key is pre-programmed to take users to the iPad and iPhone accessories page at: [www.adorama.com/ipadkeyboard](http://www.adorama.com/ipadkeyboard). Also included is a full coverage transparent skin with additional shortcuts printed on it.

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- The free iBoard waterproof skin (a \$49.90 value) will protect the keyboard from any spill. This iBoard silicone skin is durable and strong. It completely surrounds the keyboard front and back and can act as a highly protective carry-case giving the iBoard great protection for highly mobile people.
- The free AppsKey Pro App (\$9.90 value) (will the name of this App now change to iBoard App?) is available in the iTunes App Store (password for access to the App is provided after purchasing the keyboard from Adorama). This App is the programming link that allows the iBoard and a user's iPad, iPhone or iPod Touch to work hand-in-hand. This valuable App is only available to owners of the Flashpoint iBoard Keyboard from Adorama. Regular upgrades will be available to all owners and will continue to add future functionality to the iBoard

Working in close consultation with Apple engineering, HiPPiH.com anticipates that future versions will bypass current App restrictions by streamlining the process of accessing the App with a single on/off keyboard function. Until then, users are advised to put the AppsKey Pro App in their dock for fast and easy access.

For more information about this new mobile Bluetooth keyboard visit the Adorama web site at: <http://www.adorama.com/ipadkeyboard> .

#### **About Adorama**

For more than thirty years, Adorama Camera, Inc. headquartered in New York, NY, has been one of the nation's largest retail and mail order suppliers serving professionals as well as amateurs in the photographic, video, digital imaging, consumer electronics, telescope/binocular and mobile imaging and communications fields. Adorama prides itself on offering the best combination of quality services, selection, knowledgeable staff, and competitive pricing. For more information about Adorama's products, services, and the unique Adorama educational services visit [www.adorama.com](http://www.adorama.com).

*\* Works with any Mac computer, but Apps are limited.*

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