



Product Information Setup & Marketing Specification

Passport Sling II



Specification# :	INFO/MKTG SPEC	Revision Number:	V1
Product Marketing Manager:	Shannon O'Bryan	Authorized By:	Tim Grimmer
Date:	6/15/2012	Page Number:	Page 1

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Market Segmentation

Target Channel(s):	Primary: Consumer Electronics Secondary: Photo Specialty, Online
Target Consumer:	Enthusiast & Consumer Photographer
Target Demographics:	Gender: 50% Male to 50% Female Age: 18-35
Fits:	<p>Customized for DSLR DSLR with attached zoom lens; one extra lens or flash; personal items <u>Such as:</u> Canon 7D Mark III with attached 24-105 f/ 4 and speedlite 430 EX Nikon D7000, D90, D60 with Nikkor Af-s 18-200 3.5 and SB-800</p> <p>Customized for CSC CSC with attached lens; 2 extra lenses or 1 + flash; personal items <u>Such as:</u> Sony NX7 with 18-55mm, 16mm f 2/8 and 18-200mm plus flash Nikon V1 with 10-30mm and 30-110mm plus flash</p>

Positioning Statement

The 'Passport Sling II' offers the enthusiast photographer a multi-use, discreet sling bag with a removable padded camera case that is customizable to fit a CSC or DSLR kit, plus plenty of space for personal gear and a water bottle.

System Classifications

Segment:	Urban Event
Vertical Category:	Consumer
Item Class Code:	SLINGSHOT
Product Series:	Passport Sling
Product Name	Passport Sling II
Mfg. Warranty:	Limited Lifetime
Country of Origin:	China

	Black/Red	Mica/Green
SKU/Part Number	LP36465	LP36466
Product UPC Code	056035364655	056035364662
EAN Code	0056035364655	0056035364662
Master Carton UPC Code	10056035364652	10056035364669

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Product Specifications

Weight (without packaging):	0.5 kg 1.1 lb
External Dimensions: (W x D x H)	14.5 W 44.0 D 41.0 H (cm) 5.7 W 17.3 D 16.1 H (in)
Internal (Camera Department- DSLR) Dimensions: (W x D x H)	10.5 W 19.0 D 19.0 H (cm) 4.1 W 7.5 D 7.5 H (in)
Internal (Camera Department- CSC) Dimensions: (W x D x H)	10.0 W 9.0 D 19.0 H (cm) 3.9 W 3.5 D 7.5 H (in)
Interior- Expandable Non-camera compartment (measured with camera compartment in DSLR configuration (W x D x H)	13.0 W 16.0 D 38.0 H (cm) 5.1 W 6.3 D 15.0 H (in)

Packaging Information

Unit Quantity:	1
Unit Dimensions (w/ packaging):	14.5 W 44.0 D 41.0 H (cm) 5.7 W 17.3 D 16.1 H (in)
Unit Weight (w/ packaging):	0.5 kg 1.1 lb
Inner Carton Quantity:	0
Inner Carton Dimensions:	n/a
Inner Carton Weight:	n/a
Master Carton Quantity:	4
Master Carton Dimensions:	51.0 W 35.0 D 32.0 H (cm) 20.1 W 13.8 D 12.6 H (in)
Master Carton Net Weight	2.1 kg 4.5 lb
Master Carton Gross Weight	3.2 kg 7.1 lb
Master Carton Volume	0.107

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Materials

Interior 210DNylon Brushed Tricot Velcro Exterior 600d Polyester Polymesh TPE non- slip	Materials Composition Shell 100% polyester Materials Composition Lining 99% Nylon 1% Polyester	Acronyms: D: Denier CTD: Coated EVA: Ethylene Vinyl Acetate HDPE: High Density Polyethylene PE: Polyethylene PP: Polypropylene PU: Polyurethane TPR: Thermo Plastic Rubber TPU: Thermo Plastic Urethane
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Features

Benefits

Removable, customizable fully padded camera case	- Use sling bag alone, with CSC or with DSLR - Great second bag for vacation (collapses flat)
Up to 50% additional storage space	With camera case inside, bag fits extra personal items. For even more space, front of the sling unzips to expand bag 30% more
Pocket for water bottle	Keep hydration on hand
Interior pockets	Fit a cell phone, keys, cash, or other personal items.
Cam lock shoulder strap buckle	Easily adjusts for an ideal fit
Detachable shoulder pad	You choose, comfort or style
Bright lining	See your gear easily
Durable, moisture-resistant outer fabric	Long lasting, quality bag

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Product Design

Durable, moisture-resistant outer fabric for a long lasting quality bag



Detachable shoulder pad adjusts for comfort or style

Up to 50% additional storage space



Interior pockets fit a cell phone, keys, cash, or other personal items

Bright lining to easily see your gear

Removable, adjustable camera compartment with zip closure

Configure bag with DSLR



Configure bag with CSC



Or remove insert altogether to fill with personal items, or pack both flat for vacation



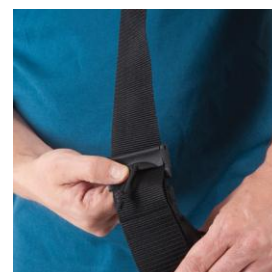
For even more space, front of the sling unzips to expand bag 30% more



Pocket for water bottle



Cam lock shoulder strap buckle easily adjusts for an ideal fit



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Front stash pocket