Apple Specialists award ATLAS Waterproof Case by Incipio the ASMC & Dr. Bott Emerging Product Award

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ATLAS Waterproof Case by Incipio

Austin, TX (RPRN) 10/23/12 — Last week during the ASMC Austin 2012 Conference, ASMC and Dr. Bott, LLC hosted an evening Vendor Fair for the over 185 attendees. Dozens of vendors nominated products for consideration for the first annual Emerging Product Award, an award created to honor new products that deliver emerging technology to end users in a unique and functional way. Apple Specialists voted Incpio's ATLAS Waterproof Case for iPhone 5 as the winner of the Emerging Product Award.

Developed and designed by Incipio, the ATLAS case is a precision engineered, impact-resistant, soft shell enclosure for iPhone 5 that offers dustproof, dirtproof, and waterproof protection with access to all ports and buttons.

The ATLAS case is available for Pre-Order in six colors at drbott.net today.

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About Incipio:

Incipio is a Southern California based designer and manufacturer of award winning mobile device accessories. Established in 1999, Incipio is widely recognized for consistently creating ingenious protective solutions for the mobile world. Through an untiring commitment to innovative and original designs, Incipio is globally recognized for the functional and premium accessories the brand produces without the lofty price tag. Incipio's products are sold worldwide in leading consumer and electronics retailers, wireless retailers and through www.incipio.com.

About ASMC:

ASMC is a trade organization comprising of over 130 Apple Specialist Resellers with more than 270 locations in the US and Canada. Apple Specialists are independent Apple Dealers and Service Providers with a strong commitment to the Mac platform and have either met or exceeded Apple's highest sales and service authorization levels. Independent Apple Specialists focus exclusively on Apple solutions and combine technical expertise with a commitment to customer service before, during and after the sale. www.applespecialist.com.

About Dr. Bott LLC:

Dr. Bott LLC is a leading distributor in the Apple accessory market. Our focus is on compelling products that fit the digital lifestyle of today's savvy customers. Our elegant approach in an ever-changing market, makes every step simple, straightforward, and profitable for everyone along the chain. www.drbott.net.

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