



## Press Release

### **iGo Named as CES Innovations 2011 Design and Engineering Award Honoree**

NEW YORK, Nov 10, 2010 (BUSINESS WIRE) --

iGo (NASDAQ: IGOI) today announced that it has been named an International CES Innovations 2011 Design and Engineering Awards Honoree for the iGo Pocket Projector UP-2020 and the iGo KeyJuice. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 35 product categories.

The lightest, slimmest pocket projector on the market (also known as a pico projector), iGo's Pocket Projector UP-2020 projects videos and pictures directly from smartphones and digital video cameras. Bundled with HDMI-Mini and HDMI-Micro cables, the iGo(R) Pocket Projector UP-2020 connects directly to all the latest Flip Video HD cameras, as well as smartphones like the EVO 4G and Droid X, along with other devices like laptops, netbooks, smartphones, digital cameras and mobile gaming systems, displaying 16:9 widescreen images up to 70" wide.

The compact and portable iGo KeyJuice™ is designed to give you charging and syncing capability while on the go. With connectors for micro USB, mini USB and iPod/iPhone, the KeyJuice plugs into any standard USB port to quickly charge and sync your iPod or smartphone. The device connectors snap into one compact unit, making it small enough to slip into a pocket, purse or laptop bag, or even attach to a keychain.

"As a winner of the CES Innovations Design and Engineering Awards, we could not be more proud to receive this prestigious recognition for both the iGo Pocket Projector and the iGo KeyJuice," said Michael D. Heil, president and chief executive officer of iGo. "The Innovations Award recognizes cutting edge technology and both of these ground-breaking products are leading the way as iGo expands our portfolio to offer products in the most popular attached-accessory categories."

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)<sup>(R)</sup>, the producer of the [International CES](#), the world's largest consumer technology tradeshow.

The iGo Pocket Projector UP-2020 and the iGo KeyJuice from iGo will be displayed at the 2011 International CES, which runs January 6-9, 2011 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 4.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as Innovations honorees reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2011 Design and Engineering honoree products are featured on [www.CESweb.org/Innovations](http://www.CESweb.org/Innovations), which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

## **About iGo, Inc.**

iGo offers a full line of innovative accessories for mobile electronic devices, including a variety of proprietary power, protection and audio solutions. iGo's unique products allow consumers to enjoy all of the features offered by today's mobile electronic devices by keeping those devices powered and protected at all times. In addition, iGo's audio and visual products offer consumers enhanced options for hearing and viewing all of the powerful multimedia functions offered by the latest mobile electronic devices to hit the market. iGo also offers an award-winning line of eco-friendly power solutions based on its patented iGo Green (R) Technology which automatically eliminates wasteful and expensive standby or "vampire" power. Expanding on the company's history of innovation, iGo continues to regularly introduce fresh new solutions to the ever changing mobile electronics device market, making the use of such devices easier and more efficient for consumers.

iGo's products are available at [www.iGo.com](http://www.iGo.com), as well as through leading resellers and retailers throughout the world. For additional information call 480-596-0061, or visit [www.iGo.com](http://www.iGo.com), [www.Adapt-Mobile.com](http://www.Adapt-Mobile.com) and [www.Aerial7.com](http://www.Aerial7.com).

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SOURCE: iGo, Inc.

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