

TruePower, Inc.

Tel: (408) 827-9001
Email: info@truepoweriv.com

FOR IMMEDIATE RELEASE

BATTERY BACKPACKS SOUGHT TO SOLVE IPHONE BATTERY LIFE PROBLEM New iPhone Battery Pack has the Highest Capacity in the Industry

Los Gatos, CA - November 23, 2009 - Apple iPhone users have long bemoaned the short battery life of the popular smart-phone. The latest versions of the iPhone compound this problem by being more power hungry while being equipped with a battery that is 15% smaller than the original iPhone. To mitigate this power crunch, users are rushing to battery backpacks, yet are still left hunting for USB ports or wall sockets by lunchtime. The TruePower iV Pro battery backpack from TruePower, Inc. is poised to free iPhone users from this power crisis. Boasting an industry-leading 3100 mAh in reserve, the iV Pro is touted as allowing iPhone users to go cord-free for three times longer between charges.

“Every iPhone user has run out of power at the worst possible time,” says the TruePower, Inc. spokesperson. “If you’re an iPhone user and have an iV Pro, you’ll just never run out of power. If you’re surfing on the 3G network you’re never going to find yourself needing to conserve power to get through the day. If you’re worrying about your power consumption, you’re not getting full use out of your iPhone. That simply doesn’t happen with the iV Pro.”

The iV Pro includes a USB port that can be used to charge your ear piece, iPod, or any device that charges through USB. The port also acts as a hub allowing the use of USB peripherals such as printers, mice, and keyboards while the iV Pro is charging and syncing. “We thought it was important to make the iV Pro as versatile as possible,” said the spokesperson. “Being able to daisy-chain other equipment, sync, and charge other 5 volt devices really sets the iV Pro apart.”

The iV Pro is equipped with a bright LED light that allows the flash-less iPhone to become an effective indoor camera. It also functions as a handy flashlight.

The iPhone can be instantly inserted and removed from the iV Pro. “With some other backpacks like the Mophie Juice Pack Air, once you put it on your iPhone, it’s nearly impossible to remove. We wanted a product that was as versatile as possible allowing customers to use it as they see fit. Some users keep their iPhone in the iV Pro all the time so there it’s always fully charged. Others put their iPhone in the iV Pro for a quick recharge and then remove it. Since it will hold a charge for months at a time some users just leave a charged iV Pro in their car or purse.”

TruePower, Inc. has just received Apple’s “Works with iPhone” and “Made for iPod” certification for the iV Pro.

###

If you’d like more information about TruePower, Inc. or the iV Pro, please call TruePower at (408) 827-9001 or e-mail info@truepoweriv.com