

CONSUMER ELECTRONIC TECHNOLOGY GUIDE

2020 Summer Edition





AUDIO



CONNECTIVITY & ACCESSORIES



DEVICE & GAMING

Happy Plugs 3
 Skullcandy..... 4

LaCie 5
 Kamshield 6
 Popsockets 7

Microsoft..... 8

Who is it for?

- » Minimalists
- » Ethical shoppers
- » Fashionistas

Why it fits

- » Simple merchandising opportunities
- » Target demographic is 18-24

Why it's great

- » Combines style and function
- » First ever CE brand to be nominated in Sweden's biggest fashion award
- » Over 1 million followers on social media
- » Features charity line

How it compares

- » Featured in StyleWatch, Women's Health, Cosmopolitan
- » Gift Guide, Ok! Magazine, InStyle, & more!
- » The Happy Plugs owner is owner of the Yevo brand
- » One-year warranty on products



**Set
Your
Students
Free**



Air 1 Go

Meet Happy Plug's smallest and lightest true wireless headphones packed with new tech. Air 1 Go makes it easy to go truly wireless, with all your student's favorite features and at a price as small as the headphones themselves. Each earphone has touch controls for all the features they're used to and yes, it sounds brilliant too.

DSC# 140765 | ESRP \$67.20 | Cost \$39.49

Air 1 Plus

All new, all upgraded. The new Air 1 Plus features two style options, earbud and in-ear, so students can enjoy not just great sound quality at an affordable price, but maximum comfort and wear based on their personal fit preferences.

DSC# 140770 | ESRP \$134.41 | Cost \$75.61



Shop now

Who is it for?

- » Artists
- » Music enthusiasts
- » Faculty
- » Students
- » Athletes
- » Impulse shoppers

Why it fits

- » Affordable to high style price points
- » Rugged audio products
- » Target demographic ages 16–24

Why it's great

- » 2-year warranty
- » Robust merchandising opportunities
- » Pushing the boundaries in audio

How it compares

- » 93% brand customer awareness
- » Skullcandy donates to non-profits focused around children and music
- » Partners with influencers in sport, art, and music industries



Connected, Not Tied Down

Products for
students on the go



Fat Stash 10K mAh

Fat Stash provides a device with up to 40 hours of extra charge, 10,000 mAh, and displays battery life percentage. Comes with USB-C and Micro-USB splitter cable, 1-year warranty, and a coated soft touch finish.

DSC# 141115 | ESRP \$53.76 | Cost \$33.82



Sesh Evo True Wireless In-Ear Earbuds

Sesh Evo makes it easier than ever for students to go truly wireless. With extended battery life, an impressive set of controls, there's no reason to hold back. The buds themselves hold up to 5 hours, and the case charges the buds 3 times between plug-ins. Plus, with Rapid Charge, the first 10 minutes of charging gives users 2 hours of play time.

DSC# 141103 | ESRP \$80.64 | Cost \$52.74

Shop now

Who is it for?

- » Photographers
- » Videographers
- » Audio students
- » Computer users

Why it fits

- » Students & faculty use a lot of data
- » Fast data transfers
- » Rugged design

Why it's great

- » Premium technology
- » World-class storage solutions
- » Active on social media sites

How it compares

- » Long term reliability
- » Unmatched technical performance
- » 24 years of visionary products
- » Award winning designs
- » Featured on MacWorld, Tech Radar, Apple, PCMag, and more!



Expect More Than a Drive



d2 USB 3.0

With the new d2, LaCie again raised the bar on the industry's most trusted desktop storage product. Students can get the job done faster—on any computer—with USB 3.0 and a 7200 RPM hard disk. With an innovative aluminum unibody design, students will notice incredibly low vibration and operating noise. Introducing the new standard for desktop storage.

DSC# 104656 | ESRP \$201.62 | Cost \$133.85

Shop now

Who is it for?

- » Students
- » Professors

Why it fits

- » Safety is a priority on campuses
- » 73% of Americans have fallen victim to identity theft in the last year

Why it's great

- » 5% of all Kamshield sales are donated to P.S. I Love You Foundation, a nonprofit dedicated to nurturing youth through social and emotional learning programs.

How it compares

- » Kamshield was started when founder Kameron Miller had her own computer compromised in 2015. The realization of how easy and dangerous webcam hacking is prompted her to protect her friends and family.
- » Kamshield became the first company to offer kid-friendly designs and customizable prints for webcam covers as well as sleek and discreet styles.



Your Students' Privacy is a Priority



Kamshield Webcam Covers

Kamshield is an elegantly designed cover that fits securely over the camera lens of the laptop, Chromebook, iPad, or tablet, and it is the only way to keep the internet connected webcams on the device secure when they are not in use.

DSC# 136375 | ESRP \$13.43 | Cost \$5.38

Stand Alone Counter Display for 12 Kamshields

DSC# 136405

Free with a minimum purchase of 12 units



Counter Display for 24 Kamshields

DSC# 136398

Free with a minimum purchase of 24 units

Shop now

Who is it for?

- » College students and faculty with a mobile device
- » Smartphone users
- » Tablet users
- » Media viewers
- » Selfie takers

Why it fits

- » 40% of their consumers are 18-30 years old
- » Phone sizes are getting larger
- » Consumers like to customize their tech

Why it's great

- » PopSockets have a wide array of trending styles to choose from
- » PopSockets are the perfect add-on purchase when picking up books or supplies
- » They allow a more comfortable and effective way to study, watch Netflix/YouTube, or browse social media

How it compares

- » PopSockets has created a new category in tech accessories - the Phone Grip
- » #1 search term on Amazon.com starting with the letter P, top 10 search term on Amazon overall



**Stay On-Trend
with the
Latest
PopSockets
Designs**



PopLips

A PopGrip with built-in lip balm compact keeps students' lip balm within reach at all times. This PopGrip also has a swappable top — just close the grip flat, press down, and twist 90 degrees to swap out the top. Then, they can swap in a new PopTop or do wireless charging.

DSC# 142145 | ESRP \$20.15 | Cost \$9.84

PopGrip Mirror

A PopGrip with built-in mirror compact keeps your students' mirror handy whenever they need a little touch-up. This PopGrip has a swappable top — just close the grip flat, press down, and twist 90 degrees to swap out the top. Then, they can swap in a new PopTop or do a little wireless charging.

DSC# 142144 | ESRP \$26.87 | Cost \$13.11



Shop now

Who is it for?

- » All students
- » Professors
- » Institutions
- » Users that want versatility in their device

Why it fits

- » Student and faculty discounts are available
- » Long battery life
- » Runs commonly used software in the education channel
- » Ultra-thin and lightweight

Why it's great

- » Ultimate versatility
- » Best-in-class digital inking capabilities
- » High-quality screen and cameras
- » Supports users anywhere, anytime

How it compares

- » Premium piece with the state-of-the-art craftsmanship, innovation, and connectivity
- » Household name
- » Perfectly runs Windows 10
- » Use in either tablet or laptop mode for ultimate functionality



Powerhouse Performance



Surface Go 2

New Surface Go 2 is perfectly portable, with a bigger 10.5" touchscreen, better resolution, and long battery life designed to keep up with your students. They can use it like a laptop or tablet for everyday tasks.

DSC# 143377 | Vendor #STZ-00001 | ESRP \$529.00

10.5in Intel® Pentium Gold 4425Y Processor, 4GB SDRAM, 64GB eMMC (WiFi) Storage, Silver

Surface Book 3

Meet the laptop that can handle your students' biggest demands. The most powerful Surface laptop yet combines speed, graphics, and immersive gaming with the versatility of a laptop, tablet, and portable studio. Available in 13.5" or 15" sizes, both with a high-resolution touchscreen.

DSC# 143401 | Vendor #SKR-000010EDU
ESRP \$2099.00

13.5 in Intel® Core i5 1035G7 Processor, 8GB LPDDR4x RAM, 256GB PCIe SSD, Platinum

DSC# 143409 | Vendor #SMG-00001-EDU
ESRP \$3086.55

15 in Intel® Core i7 1065G7 Processor, 16GB LPDDR4x RAM, 256GB PCIe SSD, Platinum



[Shop now](#)