

# CONSUMER ELECTRONIC TECHNOLOGY GUIDE

2020 Summer Edition



**AUDIO**



**CONNECTIVITY & ACCESSORIES**



**DEVICE & GAMING**

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## Who is it for?

- » On-the-go listeners
- » Audiophiles
- » Convenient shoppers
- » Athletes
- » Fashionistas

## Why it fits

- » Full audio line coverage
- » Industry leaders in audio since 1946
- » State of the art technology

## Why it's great

- » Household name
- » High-quality audio products
- » They have a product for every user

## How it compares

- » JBL is under the parent company, Harman
- » JBL has received awards from the Grammys, CES, iFA, reddot, & more
- » The official sound of the NBA
- » Featured in The Verge, Tech Radar, CNET, PC Mag, & more



# It's PartyBox Time

Elevate their listening experience, wherever they are

Students can bring the party with the portable power of JBL PartyBox 100. And they can go all night with up to 12 hours of battery life.



## JBL PartyBox 100

- Amplify their audio**  
 One speaker not enough? Students can link up two compatible party speakers with True Wireless Stereo (Bluetooth®)
- Plug in and play**  
 Have mic, will sing. Have guitar, will shred. Students can just plug into their speaker, take to the stage and rock that party like there's no tomorrow.
- Stream seamlessly with Bluetooth**  
 It's easy to keep the music flowing. Students can simply connect to their smartphone, tablet, or favorite online service via any Bluetooth®-compatible device for uninterrupted wireless streaming.

DSC# 140017 || SRP \$349.95 | Cost \$217.86

[Shop now](#)

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**Their  
Sound,  
Unplugged**



### Live 650BTNC Wireless Noise Cancelling Over-Ear Headphone

In today's world, music is essential, so have your students slip on a pair of JBL Live 650BTNC wireless over-ear noise-cancelling headphones and elevate their day. Equipped with powerful 40mm drivers, JBL Live 650BTNC headphones deliver JBL Signature Sound punctuated with enhanced bass so every track on every playlist pops. And when the music is the only thing that matters, the active noise-cancelling technology allows them to block out ambient sounds, so nothing disturbs their groove.

**DSC# 127959 | SRP \$199.95 | Cost \$113.30**

**Shop now**

### 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# 149765 | SRP \$XX.xx | Cost \$XX.xx**

#### 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 | SRP \$99.99 | Cost \$56.25**



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 | SRP \$39.99 | Cost \$25.16



### 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 | SRP \$59.99 | Cost \$39.23

[Shop now](#)

## Who is it for?

- » On-the-go listeners
- » Music enthusiasts
- » Students
- » Athletes

## Why it fits

- » AfterShokz headphones are sweatproof, secure, and safe
- » Perfect for students commuting between class
- » Listening experience display available
- » Available in bright on-trend colors

## Why it's great

- » AfterShokz headphones use bone conduction technology, leaving student's eardrums open to the environment
- » Unique open-ear design so headphones don't sit inside the user's ear
- » A suite of convenient features delivers premium music play and crystal-clear calling without compromise

## How it compares

- » AfterShokz is the safest alternative to traditional headphones and earbuds
- » Wireless and Bluetooth® compatible with any device



# The Ultimate Open Ear Listening Experience

With nothing inside or over customers' ears, they can enjoy bud-free, pain-free listening with headphones that stay in place.



### Aeropex Wireless Headphones

Re-engineered technology delivers the widest dynamic stereo sound that bone conduction can offer. Students can say hello to deeper bass, less vibration, and louder volume.

DSC# 140721 | SRP \$89.89 | Cost \$159.95

### Xtrainerz Wireless Headphones

Powered by bone conduction technology, the AfterShokz Xtrainerz MP3 Headphones have 4GB of storage, an 8-hour battery life, and are waterproof up to 2 meters.

DSC# 140980 | SRP \$149.95 | Cost \$84.27



[Shop now](#)

## Who is it for?

- » Economical shoppers
- » Students on a budget
- » On-the-go listeners

## Why it fits

- » Perfect for students who are budget conscious
- » At an entry price point, students don't have to worry about breaking or losing expensive earbuds
- » With a range of accessories, there's something for everyone

## Why it's great

- » Tangle-free and sweatproof earbuds
- » Wired and wireless earbuds available at various affordable price points
- » Line also features iPhone® cases and styli and other various accessories

## How it compares

- » Quality Bluetooth® headphones at a lower price than competitors
- » Range of color selections



# Everyday Audio



### True Wireless In-Ear Bud

Adopting True Wireless Technology, iLuv has removed the cord between left and right earbuds. Its ultra mini size makes it perfect for your customers' fitness routine without bothering them. It comes with a charging case which allows them to charge the earbuds fully 5 times, supporting 20 hours of total music playtime.

**DSC# 124421 | SRP \$49.99 | Cost \$31.24**

### Bubblegum True Wireless

Bubblegum True Wireless Earbuds that are ultra-light and fit snugly into their ears. The bud has 6 hours of listening time and the case allows users to recharge the buds up to 3x. The IPX6 rating means students don't have to worry about them getting wet.

**DSC# 139907 | SRP \$39.99 | Cost \$18.74**



### Party On Air

Bluetooth In-ear Earphones with Built-in Mic and Multimedia Function. Featuring Bluetooth 5.0 Stereo with low battery consumption, sweatproof design with nano coating for active lifestyle, and a long playback time of up to 7 hours with 100mAh battery.

**DSC# 127007 | SRP \$19.99 | Cost \$9.76**

[Shop now](#)



## Who is it for?

- » Students using large amounts of data
- » Digital artists
- » Video editors
- » Gamers
- » Digital packrats
- » Everyday computer users

## Why it fits

- » Ample amounts of storage
- » It's an offline alternative to the cloud
- » Easy to access and store data

## Why it's great

- » They provide software and applications to maximize the use of their products
- » Easy-to-use products—plug in & back up
- » Many products include USB 3.0 port for faster data transfers
- » 24-month limited time warranty on all products

## How it compares

- » 40 years in the data business
- » Trusted name for IT professionals
- » Featured on CNET, PC Mag, PC Advisor, Tech Radar, and more!



**Busy Life?  
Seagate  
Protects It for  
Your Students**



### Backup Plus Slim Portable Hard Drive

This drive simplifies backup for consumers who want to help protect their entire digital life locally, in the cloud, or from their mobile devices and social networks. The slim, metal design provides premium portability, allowing students to slide the drive into their pocket, purse or backpack. The drive is formatted for Mac and compatible with Time Machine backup software right out of the box. High-speed USB 3.0 and 2.0 connectivity offers plug-and-play functionality on their PC without the need for an external power supply. They can use the drive interchangeably between Windows and Mac computers without reformatting.

**DSC# 106012 | SRP \$99.99 | Cost \$79.59**

[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 | SRP \$149.99 | Cost \$120.00**

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 | SRP \$9.99 | Cost \$4.00**

**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 | SRP \$14.99 | Cost \$7.32**

### 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  
| SRP \$19.99 | Cost \$9.76**



**Shop now**

## Who is it for?

- » Gamers
- » Media viewers
- » Game designers
- » Students

## Why it fits

- » Users need one device for gaming, streaming, and Skyping
- » Powered by the familiar Windows 10
- » Easily stream Xbox games to other Windows devices

## Why it's great

- » Works with "Hey Cortana"
- » Variety of bundles to choose from
- » Household name in gaming
- » Top-of-the-line graphics

## How it compares

- » Backwards compatibility is available on select games
- » Millions of units in circulation



**Feel  
True  
Power**



**Download  
Only**

### 12 Month Membership

Xbox Live Gold is your students' ticket to the most exciting social entertainment network in the world on Xbox One and Xbox 360. With the most advanced multiplayer, free games, Games with Gold, and Deals with Gold, Xbox Live Gold is better than ever. Free games: Catch up on the games you want to play with a growing library of free titles. With everything from multiplayer shooters to student favorites, there's something for everyone. Advanced multiplayer: A single Gold membership provides multiplayer access for everyone in your home. It's the most advanced multiplayer experience they can get, and they can even receive multiplayer invites while you're watching TV.

**DSC# 117284 | SRP \$59.99 | Cost \$50.00**

**Shop now**

## Who is it for?

- » Gamers
- » Brand loyalists
- » Game designers
- » Students
- » Media users

## Why it fits

- » State of the art accessories
- » Exclusive premium games
- » Users can play for each other or play together
- » Only console to feature a fully-fledged virtual reality headset, the PlayStation VR (sold separately)

## Why it's great

- » Made for 4K televisions
- » Play select PS2 and PS3 games on the PS4
- » Users can upgrade the internal hard drive

## How it compares

- » Sony has been in the gaming business for over 20 years
- » Access to exclusive games



Grab a Controller!



### Playstation 4 Fortnite Neo Versa Bundle

The PlayStation 4 system provides dynamic, connected gaming, powerful graphics and speed, intelligent personalization, deeply integrated social capabilities, and innovative second-screen features. Combining unparalleled content, immersive gaming experiences, all of their favorite digital entertainment apps, and PlayStation exclusives, the PS4 system focuses on the gamers.

**Includes:** PlayStation 4 Console (1TB), Wired headset, USB cable, HDMI cable, Fortnite Epic Neo Versa Outfit bonus content (download code), Fortnite Epic Neo Phrenzy Back Bling bonus content (download code), Fortnite 2000 V-Bucks bonus content (download code).

**DSC# 139022 | SRP \$299.99 | Cost \$295.00**

Shop now

**Who is it for?**

- » All students
- » Professors
- » Budget conscious students

**Why it fits**

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

**Why it's great**

- » Ultimate versatility
- » Operates Windows 10
- » 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



# Made to Meet Your Students' Needs



**XPS 13 (9300)**

The XPS 13 (9300) features a thinner design with more power, plus no sacrifice to essentials like the headphone jack or microSD card slot.

**DSC# 140627 | SRP \$1099.99 | Cost \$1020.20**

**Precision manufacturing**

100% of the enclosure is sculpted by a CNC (computer numerical control) machining process.

**Superior screen**

The latest Corning Gorilla Glass 6 is strong, as well as impact & scratch resistant.

**One-handed open**

The new twin coil press fit hinge is designed to maximize the screen to body ratio and enable 4-sided InfinityEdge.

**Playlists made easy**

Students can make a playlist, pop it on to a USB-capable thumb drive and slip it into their speaker.

**Revolutionary webcam construction**

The new webcam isn't just smaller (only 2.25mm)— it's also better.

**Shop now**

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**Thin  
Out the  
Competition**



### Alienware m15 R3

Weighing in as low as 4.65lbs, under 20.5mm thin, 360.3mm wide and 276.2mm long, the new Alienware m15 is lean and powerful. Designed from the ground up, the m15 features premium magnesium alloy materials that deliver weight savings while reducing thickness and delivering a stiffer, sturdy, chassis—all within a sleek aesthetic. This generation of the Alienware m15 includes an improved surface coating engineered to reduce fingerprint smearing and other typical stains without changing the hue or color. This stain resistant solution is a High Performance Clear Coat—a formula that lets users feel the cold and durable magnesium-alloy within our award-winning high-contrast color strategy.

**DSC# 144127 | SRP \$1859.99 | Cost \$1690.91**

**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# 143114 STZ-00001 | SRP \$399.99**

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# 143131 | SRP \$1752.93**

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

**DSC# 143134 | SRP \$1982.94**

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



[Shop now](#)