



# Clearly Protected Alpha Glass

Premium glass screen protection



*Samsung GALAXY S5*



*iPhone 5/5s/5c with case*



*iPhone 5/5s/5c without case*

## GLASS FEATURES:

- Premium glass protection engineered for confidence
- Custom-fit to your device
- Guards your touchscreen against drops, scratches, scrapes, cuts and dings
- Pair with select OtterBox cases for ultimate protection \*
- Available to fit devices equipped with or without OtterBox case



### **FLAWLESS CLARITY:**

Maintains pristine image quality



### **REACTIVE TOUCH:**

Retains your touchscreen's responsiveness



### **ANTI-SHATTER/SCRATCH:**

Fortified to avoid splintering and shattering



### **PRECISION APPLICATION:**

Tools included for simple application



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## SALES PITCH

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### 30-SECOND SALES PITCH

Made from fortified glass, these super thin screen protectors provide a premium option with a glass touch — just like your actual touchscreen. Alpha Glass is anti-shatter and utilizes precision application and immaculate clarity, whichever you choose, your screen is clearly protected.

### 3-MINUTE SALES PITCH

Made from fortified glass, Alpha Glass delivers maximum touchscreen protection against drops, scratches, dings, “oh craps” and unidentified objects floating around purses and pockets. The anti-shatter design defends your touchscreen’s honor, while reactive touch technology retains your display’s sensitivity — creating the perfect duo. Not to mention the easy installation and crystal clear screen experience. The Alpha Glass line is precision cut to fit a variety of OtterBox cases.\* Don’t use a case? Alpha Glass is also available in a stand-alone option that delivers the same hardcore screen protection. Whichever you choose, your screen is clearly protected.

## TARGET MARKET

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### Fortified Glass

- Fashion-forward (Minimalist)
- 24 – 34 age group
- Male Techie — desires to show off the beauty of his phone
- Cares about protection to a certain extent, but doesn’t want the added bulk

### Precision Cut for OtterBox Cases

- Have-it-all/Utilitarian
- 35 – 45 age group
- Top-of-the-line protection for both their case and touchscreen

## KEY SELLING POINTS

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### Key selling point of Alpha Glass:

- Premium glass protection from the No.1-most trusted in smartphone case protection\*\*

### Key points for consumer:

- Premium glass protection from the No.1-most trusted in smartphone case protection\*\*
- Anti-shatter design delivers hardcore protection against drops, scratches, dings and scrapes
- Easy installation and crystal clear screen experience