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SCOTTEVEST introduces the first jackets and vests with a pocket for the iPad.
How do you make an iPad pocket-sized? Make bigger pockets.

KETCHUM, Idaho (April 2, 2010) – [SCOTTEVEST \(www.SCOTTEVEST.com\)](http://www.SCOTTEVEST.com) today announced immediate availability of the first jackets and vests with a hidden, secure pocket for Apple's new iPad. SCOTTEVEST also announced [updates to their website](#) that enable buyers to easily determine which products in their clothing line are iPad-compatible.

The wait is nearly over for the undisclosed number of people who have pre-ordered - and practically sold out - the first batch of iPads. According to Apple, the first round of iPads is shipping for receipt on Saturday. But once new iPad owners take those sleek, 9.7 inch LED-backlit displays out of their original boxes, how will they carry them around safely?

SCOTTEVEST has the solution – and it's both stylish and smart: a line of [jackets and vests](#) with a pocket designed specifically to hold, secure, protect - and hide - the iPad. Approximately 10 years ago, SCOTTEVEST introduced a clothing concept that is the essence of form meeting function: jackets, vests, shirts and pants specifically designed to help people carry and use electronic devices such as cell phones and other common gadgets. The catch? SCOTTEVEST clothing does not have any ugly, bulky exterior pockets – everything is sleek and stylish. That design philosophy continues today, and the clothing line now accommodates the iPad, almost invisibly.

"Technology is constantly evolving, and the features in our clothing need to keep pace. What started as a large, deep pocket for carrying a magazine or notepad became a pocket for carrying a Kindle," said Scott Jordan, founder and CEO of SCOTTEVEST. "As soon as Apple announced the iPad, I knew we were already miles ahead of everyone else in terms of accommodating it. We're constantly working to be compatible with the next generation of devices."



[Download high-res image of x-ray view here.](#)

One of SCOTTEVEST's clothing innovations that make them iPad-compatible is a unique NoBulge™ stealth design that lets gadget owners carry all of their portable electronic gear and accessories, and make it look like they're just wearing a normal jacket or vest. Not only does this give SCOTTEVEST clothing owners a streamlined look, it protects them because no one can tell they're carrying a lot of valuable equipment.

Steve Wozniak, co-founder of Apple, started out as a customer/fan of SCOTTEVEST and now sits on their Board of [Advisors](#). He has even starred in a series of humorous videos for the company known affectionately as "[Woz-i-sodes](#)". When recently interviewed about SCOTTEVEST, he described how his personal philosophy about technology and design meshes with their clothing by saying, "I like things that are nice for people... I like products that are convenient and make our life better." ([Watch the full interview here.](#))

Scott Jordan adds with a wry smile, "With Woz on our Board, of course we pay special attention to everything Apple puts on the market. They innovate in electronics, and in turn, we innovate with clothing solutions to carry them."

SCOTTEVEST's clothing line is chock full of [special features](#), including:

- [A patented Personal Area Network \(PAN\)](#) that lets you run your earbud cables through hidden secret passages in the fabric – especially useful for iPhone/iPod/iPad owners who want to listen to music and media on the go
- clear touch pockets that let owners control their gadgets (i.e., iPhone and iPod touch) even while the devices remain securely tucked in perfectly-sized pockets,
- a special Weight Management System that keeps all that gear balanced on the wearer's body.

Moreover, as the [New York Times](#) recently pointed out, everyone from casual travelers to frequent fliers will want to “dress for the occasion... [and] avoid the tedious task of emptying their pockets for security,” since SCOTTEVEST clothing holds as much as a carry-on bag... sometimes more. ([Read the NYT article here.](#)) While most airlines are cracking down on the number of carry-on bags passengers can take on the plane, SCOTTEVEST provides travelers with a stylish alternative.

According to [Scott Jordan](#), “Because you’re wearing all your travel essentials, it doesn’t count as a carry-on. It’s an easy, convenient way to save time and money. We make travel easy, and now your iPad can travel with you and your SCOTTEVEST in safety, comfort, and style.”

Jordan continued, “The iPad is a bold, new fashion statement. Now that you can carry your iPad in its unique SCOTTEVEST hidden pocket, you can be connected, wired, informed, and entertained no matter where you are or what you’re doing. And you’ll look great doing it.”

About SCOTTEVEST

SCOTTEVEST is one of the world’s leading travel clothing companies. The company specializes in stylish clothing that provides a unique, patented system of conduits and pockets for carrying, using, and enjoying personal electronics. In 2010, SCOTTEVEST became the first clothing company to provide a pocket for the iPad.

Visit our [Wikipedia entry for SCOTTEVEST](#), [Wikipedia entry for CEO & Founder Scott Jordan](#) or [SCOTTEVEST.com](#) for additional information.

For high-resolution images, interview or sample requests, please visit <http://www.scottevest.com/company/ipad.shtml> or e-mail mediarelations@scottevest.com. If immediate help is required, please call press contact Thomas O'Leary at (914) 924-0338.