



World's First iPod touch- and iPhone-Compatible Stylus Works with Newest Models

Advanced Technology of Pogo Stylus Revolutionizes Apple's Touch Screen Technology by Offering Users More Control

Montclair, NJ- (September 17, 2008) – Ten One Design, LLC, a New York-based design firm specializing in solutions for the mobile lifestyle, announces that its Pogo Stylus – the *world's first* stylus compatible with the iPhone and iPod touch – is fully compatible with the newest iPod touch and iPhone models from Apple in terms of functionality and aesthetic appeal.

The advanced material used on the tip of the Pogo Stylus is what makes it so extraordinary and revolutionary for multi-touch displays. It acts as a bridge by transferring the signal from the display to the user's hand, which is why it works so effortlessly with the iPhone and iPod touch. It works so well that the user can even operate it while wearing gloves.

"The creative geniuses at Apple have an unmatched ability to think up quality-engineered technology products with superior design," said Peter Skinner, Ten One Design CEO. "So, when developing the Pogo Stylus, we looked for materials and processes to equal the good looks of the iPhone and iPod touch."

To give Apple lovers greater control over their new tech toy, the Pogo Stylus has been specifically designed to give the user greater efficiency and accuracy when typing, which means fewer typos and accidental selections.

The tip uses considerably less surface area than a fingertip, which makes navigating the user interface easier and more enjoyable. And people with longer fingernails or larger fingers no longer experience gadget envy from not being able to use touch screen devices. The stylus easily glides across the screen and even keeps it free of smudges and grease.

For added portability, the Pogo Stylus also comes with an innovative Travel Clip that firmly hugs the contours of the iPhone and iPod touch, securing the stylus in place.

The Pogo Stylus is available at TenOneDesign.com, J&R Music World, ThinkGeek.com and MacMall.com for \$19.99. And the ultra-light aluminum body with a sleek anodized finish comes in four color options: black, silver, gunmetal and cranberry.

To request more information on the Pogo Stylus, product images, local retailers, or product samples, contact PR representative Jenny Coleman at (305) 576-1171 x24 or jennycoleman@maxborgesagency.com.

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Ten One Design, LLC, is a New York-based design firm established in 2007 to create innovative solutions for and enhance the quality of the ever-changing mobile lifestyle. By striving to improve the status quo and develop groundbreaking products like the Pogo Stylus, the Ten One Design brand is dedicated to being first and best. For more information about Ten One Design, please visit www.tenonedesign.com.

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