

## Catalyst® Showcases Product Exclusives at IFA 2016

***Catalyst gives show-goers a first look at the latest solutions in development for next generation Apple products including the first waterproof case for the next generation 38mm Apple Watch***

**Catalyst announces exclusive tools for *Pokémon* fans in their quest to go anywhere and catch 'em all**

**BERLIN, GERMANY – September 1, 2016** – [Catalyst](#), the award-winning manufacturer of the world's most protective and versatile waterproof cases and accessories for electronic devices, will showcase solutions exclusive to Catalyst at IFA 2016. Catalyst, today announced the first and only waterproof case for the next generation 38mm Apple Watch, featuring Catalyst patented technology, including a double sealing waterproof system and true sound acoustic membranes. This product is part of a new line of Catalyst solutions for the next generation of Apple devices. Catalyst will be displaying their full range of current products for iPad, iPhone, Apple Watch and laptops at Hall 25, booth 110-18.

“Our customers love the unique features, quality and attention to detail in our waterproof cases. We have received overwhelming demand for a Catalyst case for 38mm Apple Watch, so we are creating a waterproof case for the next generation 38mm Apple Watch,” said June Lai, CEO of Catalyst. “Our products set the standard in waterproof performance for a fully functional everyday case, making them exceptionally popular with style, precision and technological advancements that set Catalyst apart in the market.”



For Catalyst users that are fans of *Pokémon Go*, Catalyst has created a new tool that is designed to be used with the Catalyst case to help fans catch 'em all. Catalyst has also posted an optimization strategy and spreadsheet on its [blog](#) to help users advance in the game faster.

“Our team are avid fans of *Pokémon Go* and wanted to find a way of supporting our community of customers that go everywhere with their Catalyst case to play the game,” Catalyst Chief Creative Officer, Josh Wright said. “Our new tool is an accessory that attaches perfectly onto the Catalyst case making your case *the very best like no case ever was*. It allows players to shoot with greater precision and play more effectively. We also share our team’s strategies and tips on our blog.”



Catalyst products are available in major international retailers, including Best Buy, West Marine, InMotion Entertainment, Bic Camera, Yodobashi, JB HiFi, Harvey Norman, Virgin Megastores, Media Markt, Elkjop, Colette, and others.

### **Catalyst case for next generation 38mm Apple Watch**

The world's first fully functional waterproof Catalyst case for 38mm Apple Watch is a premium product built with style and industry-leading protection. Featuring Catalyst patented technology, including its double sealing waterproof system, true sound acoustic membranes, signature rotating digital crown, tactical side button, and an innovative silicone sealing wrap that allows access to features including the heart rate sensor and magnetic charging. The screen-less housing gives users' unhindered access to the touchscreen and the ultra slim profile compliments Apple's sleek design. Every unit is tested IP68 waterproof to 5 ATM and designed to meet or exceed MIL STD 810G for shocks and drops. The case is crafted to follow the contours of your Apple Watch and transform it into a stylish, essential, every day accessory that's perfect for use anywhere.

### **Connect with Catalyst**

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Website: [www.catalystcase.com](http://www.catalystcase.com)

### **About Catalyst**

Catalyst is a lifestyle accessories brand founded to create iconic products that enable people to explore and share their world. Catalyst offers the highest performance accessories that are the best value for their customers.

Josh Wright is an award-winning industrial designer who graduated from the Art Center College of Design and June Lai is the research, development and business partner at Catalyst. Together, after seeing a need for a product that fit their needs but did not yet exist, they designed and developed an iPhone case that would protect their products through their many outdoor and underwater adventures.

Since Catalyst's inception in 2010 the brand has introduced the highest performance line of everyday cases, accessories and sleeves featuring their own proprietary technology.

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