

CLASSIC DRIVER



DODOcase For The iPad

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For an industry supposedly dealt a death-blow by the proliferation of digital media, handmade bookbinding has found an unlikely, but super-cool, friend in the iPad.

The **DODOcase** was launched in April 2010 and has since become *ade rigueur* cover for **the** electronic sales story of 2010.

Handmade in **San Francisco** using traditional book-binding techniques, the leathercloth, card and bamboo **DODOcase** protects an **iPad** from everyday knocks, as well as providing a more stable platform for writing and browsing.

As a marriage of the achingly trendy old and new, it takes some beating and has become a familiar sight on film sets, coffee shops and beaches worldwide.



Each **DODOcase** is made to order and deliveries can take a while (mine took about three weeks from order). Buyers can choose different coloured linings: **Red** (\$59.95 + P&P) is standard with **Green**, **Sky Blue**, **Dark Blue**, **Purple** (my choice), **Orange**, **Pink** and **Charcoal** options at \$64.95 + P&P. The company can further personalise your **DODOcase**, and produce corporate editions, too.

An elastic strap maintains the 'note book' look while also keeping the cover in place during transit. The **iPad** is simply gently placed into the hollowed-out bamboo frame, and is then kept in place by rubber grips at each corner.

It's not intended to be the ultimate protection for **aniPad**; a hard plastic case would do the job better. However, as a cool accessory, it has few equals.

For further information, see www.dodocase.com.

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