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Though its line of products are quite limited, Apple is known to create iconic computer hardware- the iPod, iPhone, and iPad are all recognizable by sight, and not just within the computer industry. Appleâ€™s dedication to the fundamental design and layout of each product certainly helps foster this recognition. Given such simplicity, itâ€™slittle wonder iPad 2 cases have really taken off- after all, without a case alliPads, at least of a model or version, are identical. While this is similar to the iPod and iPhone, iPad 2 cases are more uniquedue to the iPadâ€™s tablet design- the iPad is barely handheld. Such facets can egg manufactures and designers to create unorthodox iPad 2 cases, such as ones that mimic books. Given the size of an iPad 2, customers can easily flaunt such fun or eccentric iPad 2 cases- usually the incentive for purchasing such a wacky accessory. The iPadâ€™s tablet design has also led to many iPad 2 cases focused on secure handling.

Utilities meant to check against drops are very common- fallscan easily damage an iPadâ€™s screen. Such iPad 2 cases exploit the tabletâ€™s sheer size and very lightweight, enabling more nimble use of an iPad through thumb hooks, handles, and bag straps. Other iPad 2 cases enable the user to make their iPad upright through adjustable stands and the sort, sometimes with added speakers. While plenty of iPad 2 cases were created with the intent to facilitate handling and display, others yet make the iPad more functional. Most significantly, some iPad 2 cases add keyboards for efficient word processing, internet surfing, and gameplay. Like cases that improve handling, no two keyboard models are the same. For example,SolidLineâ€™s RightShift includes a right shift and the ClamCase has chiclet keys nearly identical to Appleâ€™s. Such iPad 2 cases have shown inspiration, intuitiveness, and originality- but an entire army of consumers who opt to customize their iPad 2 cases, and not just for the more affordable price-tag.

While these comparatively simple cases lack the added functionality offered by generic cases, the ability to place oneâ€™s own image onto the case is a major draw for a number of people. The huge amount of possibilities allows individuals to make their iPads more fun and expressive, but organizations that doll out iPads can also benefit from such images. After all, iPads offer plenty of fun features, but these can decrease productivity. A corporate logo can remind workers such iPads are shared and should not contain personal or superfluous data, not to mention provide solidarity at conferences and client presentations. Doubtless, iPads provide a wide berth for case designers. However, no matter the physical dimensions of the iPad, one can easily see the demand for cases go beyond mere functionality and into the world of expression. Picking an Apple product is a show of preference, especially in consideration of Appleâ€™s more expensive pricing. Brand identity and expectations transfer to the accessory market, but people also use cases to help make their product into their own.

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