

Bad Elf Launches Car Kits, Cables, & Mounts for iPhone, iPod touch, & iPad mini at 2014 International CES; Continues the Success of 2013 CES Award Win for Bad Elf GPS Pro

Innovative Bad Elf Accessories for In Vehicle Navigation Extend Ease of Use of Bad Elf's Award Winning High Performance GPS Receivers

East Hartford, CT ([PRWEB](#)) January 07, 2014 -- Bad Elf, a leading supplier of external GPS receivers for Apple's iPod touch, iPhone, iPad, and iPad mini, today announced the release of several accessories, including cables and mounts that facilitate use of cellular capable iOS devices and also enable repurposing of Wi-Fi only iOS devices for use as navigation systems. The 2014 CES (visit Bad Elf in the LVCC North Hall at Booth #3611) will be held January 7th-10th in Las Vegas, and brings together the world's leading electronics brands. At the 2013 CES, TechRadar named Bad Elf's innovative product, the Bad Elf GPS Pro (BE-GPS-2200), the Best GPS Device.

More and more people are using their smartphones, particularly the iPhone, as their primary in vehicle navigation system. People no longer go anywhere without their phone, which contain contacts' addresses. Having that information available at the click of an icon makes plotting a destination easier than ever. Additionally, most people update their iPhone apps more frequently and more consistently than they do their single purpose navigation devices. For these users, Bad Elf's engineering team created a simpler, user-friendly secure mount and cable system for the iPhone, iPod touch, and iPad mini.

These new, patent-pending mount and cable designs allow for one hand operation and perform better than existing products available in the marketplace. The Bad Elf Mount for iPhone and iPod touch (BE-MNT-1100) delivers styling compatible with the iPhone and iPod touch, whether naked or protected by many standard cases. Simply place the bottom of the iPhone in the cradle, push down to extend the lower portion of the spring loaded cradle and neatly tuck the top of the iPhone in the cradle so that the springs can snugly capture the device. When paired with Bad Elf's new patent pending rear exit Cable for Lightning Connector (BE-CBL-A01M), which clips into the rear of the mount's cradle, the cable position is perfectly placed to simply push it into the iPhone or iPod touch with a thumb press. Bad Elf also introduces a mount for the iPad mini and iPad mini with Retina display (BE-MNT-1200) for anyone who prefers a larger screen. This mount operates the same as the iPhone mount, but has been engineered specifically for a naked iPad mini.

Users with Wi-Fi iPod touch or iPad mini devices can greatly expand the capabilities of their product with the addition of one of Bad Elf's high performance GPS receivers. For those devices with the old 30-pin dock connector, Bad Elf offers their original GPS receiver (BE-GPS-1000). For anyone with a device that uses the new Lightning™ connector, Bad Elf introduces the GPS for Lightning Connector, with a revamped design that supports both GPS and GLONASS satellite constellations. For those who use both kinds of devices, Bad Elf's award winning GPS Pro (BE-GPS-2200) employs Bluetooth™ technology to enable any Bluetooth equipped iOS device to get accurate position data.

In 2014, Bad Elf will offer a whole product solution comprised of the mount, charging cable and software that augment the iOS device for navigation use. As with the Bad Elf GPS for Lightning Connector (BE-GPS-1008), Bad Elf will include a coupon code that enables customers in North America to download CoPilot Premium, a fully functional, voice guided turn by turn navigation app, making it ideal for people who want to turn their Wi-Fi-only iPod touch or iPad mini into their standard navigation solution, thereby leaving their phone free from

conflicting demands. Together, the whole product addresses the challenges of minimizing device power drain, achieving optimal viewing position, and accessing map data without monthly charges or internet connectivity.

“With our new lineup of accessories we enable owners of Wi-Fi only iOS devices to get more out of their products, and allow them to do it simply and affordably,” said John Cunningham, President of Bad Elf. “They can use our mounts and cables to power their devices and use them for accurate navigation, while enjoying our smart cord management features and the ease of one-handed operation. We had a big success at last year’s show with the Bad Elf GPS Pro award win, and are excited to return to CES in 2014.”

For more information about the complete line of Bad Elf products, visit <http://www.bad-elf.com>.

About CES

The International CES is the world’s gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for more than 40 years—the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. And because it is owned and produced by the Consumer Electronics Association (CEA), the technology trade association representing the \$203 billion U.S. consumer electronics industry, it attracts the world’s business leaders and pioneering thinkers to a forum where the industry’s most relevant issues are addressed. Follow CES online at <http://www.CESweb.org> and through social media.

About Bad Elf

Based in East Hartford, Connecticut, Bad Elf is a leading provider of iOS device targeted GPS products that provide fast and accurate GPS readings for all GPS-enabled apps in the App Store. Its products include the plug-in Bad Elf GPS, Bad Elf GPS for Lightning Connector, and the Bluetooth® Bad Elf GPS Pro. iPad, iPhone, iPod, and iPod touch are trademarks of Apple Inc., registered in the US and other countries. Lightning is a trademark of Apple Inc. Bad Elf and the Bad Elf logos are registered trademarks of Bad Elf, LLC. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Bad Elf is under license. Other trademarks and trade names are those of their respective owners.

For more information, visit <http://www.bad-elf.com>.



Contact Information

Amy Dalkoff

adalkoff@sspr.com

+1 847-415-9325

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