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Octa™ Launches Company at the 2012 International Consumer Electronics Show

Las Vegas - January 10, 2012 - Octa™ (<http://www.octa.com>), a creator of tablet and e-reader accessories, today announced the official launch of the company and its TabletTail™ line. The company will debut its never before seen product at booth #6221 at the 2012 International CES in Las Vegas at the Las Vegas Convention Center and World Trade Center/Las Vegas Hilton.

Prometheus Trotsky and Nikki Braziel founded the company on the premise of combining technology with forms found in nature to create distinctive tablet and e-reader accessories that suit every lifestyle.

The WhaleTail is the first of the interchangeable TabletTails that Octa is introducing. The product line is launching with two separate components: the Vacuum Dock and WhaleTail stand. Its compact and agile design compliments the sleek construction of tablets and e-readers and gives users the mobility their lifestyle demands. The Vacuum Dock is a comfortably shaped grip with a convenient low-angle stand. When attached to the Vacuum Dock, the WhaleTail increases functionality acting as both a stand with a range of available angles and a handle for tablets and e-readers. Additional docks and tails that are compatible and interchangeable will be released throughout 2012.

"Many tablet accessories are created simply to provide protection, but they don't extend the functionality of the device," said COO Nikki Braziel. "Our goal at Octa is to improve the way people use their technology. Our product line is not only universally adaptable to a range of tablets and e-readers, but it also adds usability when you're on the go. The WhaleTail creates a handle that allows you to safely use your tablet while working, walking, traveling, multi-tasking, reading, or watching a movie."



TABLET*Tail*

Vacuum Dock + WhaleTail

The TabletTail™ line provides all-in-one accessories for your tablet or e-reader. It's comprised of two separable components: the Vacuum Dock and the WhaleTail.

Together, this dock and tail combination creates a powerful handle and stand solution. When used as a handle, the dome-shaped Vacuum Dock molds the iPad effortlessly to your palm, while the WhaleTail facilitates maneuverability.

Size

Height: 5.74"
Length: 4.16"
Width: 3.85"
Weight: .370lbs







Evolution of the TabletTail line

The TabletTail's modular design is based around the promise of interchangeable tails. The Vacuum Dock will be compatible with Octa's future tails (currently in development and planned for release throughout 2012). Tails and docks will be available for sale à la carte in the spring of 2012. Each tail is specifically engineered for a different tablet usage need. Enjoy the WhaleTail, our signature tail, and look for future TabletTail creatures as they become available for adoption.

TabletTail product highlights:

- All-in-one stand and handle solution
- Full range of portrait and landscape angles
- Vacuum suction attaches securely to your tablet or e-reader for 6+ hours
- Lightweight, compact, and mobile
- Comfortable handle nestles in palm
- Modular Vacuum Dock is compatible with future Octa TabletTail accessories
- Currently available in black

The TabletTail is priced at \$59.95. It is currently available for pre-order and will be shipped in February 2012. For more information, visit <http://www.octa.com>.

About Octa

Octa creates distinctive mobile electronics accessories that make the digital experience more enjoyable. The creation of Prometheus Trotsky and Nikki Braziel, Octa was born from their combined love of technology and natural form. The team is comprised of a small group of artists, philosophers, and inventors, constantly striving to combine beauty and functionality. They maintain a creative environment by combining work and playfulness in their Denver headquarters.

For more information, visit us at <http://www.octa.com>