

Durable iPad protection for the classroom

Logitech in March of this year announced a new series of accessories made for schools using the just-announced 9.7-inch iPad. The “Rugged Combo” includes both a case for the iPad as well as a detachable keyboard, and when both are connected Logitech said they combine to become “the ultimate classroom solution” for taking notes, tests, going on field trips, and studying. “iPad is changing the way teachers teach and students learn, and the Logitech Rugged Combo for the new 9.7-inch iPad is built from the ground up with personalized-learning in mind,” said Michele Hermann, vice president of mobility at Logitech. “We worked with Apple to design the Rugged Combo to be incredibly durable and protect iPad while bringing a secure keyboard connection that’s approved for testing, so teachers and students can focus on expanding what’s possible inside the classroom and beyond.”

Logitech was founded in 1981 by Daniel Borel, Pierluigi Zappacosta, and Giacomo Marini, three European expats in Silicon Valley. Their company initially designed graphical user interfaces, which led to the development of their first computer mouse, in the early 1980s. By 2008, Logitech had shipped a billion mice, and even today, the mouse still is a flagship Logitech product. But the company has greatly expanded its product portfolio, and now sells a

variety of peripherals ranging from audio accessories to videoconferencing products, through to in-ear monitors, and more. Logitech sells its products worldwide, supported by a global network of subsidiary companies, with headquarters in Switzerland and an important research and development presence at the Bay Area campus.

The release of Logitech’s ‘Rugged Combo’ followed Apple’s March 2017

introduction of an all-new low-cost tablet, simply called “iPad.” This 9.7 inch variant of the iPad starts at \$329, making it an affordable option for many. As more and more schools turn to Chromebooks due to their low cost, this new iPad could be the perfect way for Apple to get the education segment excited about iOS again. The education market is important for all mobile device manufacturers. In 2016, Futuresource noted that “Sales of Mobile PCs into the US K-12 sector continued to develop in 2016, with annual shipments growing 18% year-on-year in 2016, reaching 12.6 million units, up from 10.7 million in 2015. The outlook for 2017 is also positive with market shipment growth forecast to remain in double figures. Another point of interest is the report’s position on hybrid devices for this year. “It is the area of ‘2-in-1’ devices (devices that can be utilised both as tablets and with an integrated keyboard for productivity applications) that are expected to be the major competitive area in 2017.”

Logitech offers a wealth of accessories for Chromebooks and the education market, ranging from unifying apps to webcams through to keyboards. Clearly the company has now welcomed Apple’s push into the market, as evidenced by the recent release of its ‘Rugged Combo’. The combination case and keyboard turns Apple’s newest tablet into a makeshift laptop. Best of all, the extremely durable nature of the case should protect it from drops and abuse by students. To be precise, the Rugged Combo’s frame protects the iPad from drops as high as six feet onto surfaces as hard as concrete. The keyboard





physically connects to the iPad using Logitech's proprietary connector to create a secure and approved keyboard for testing and exams. And the keyboard sources power directly from the iPad, so teachers or students never have to charge the keyboard.

Logitech is specifically targeting grade school classrooms that use iPads in their curriculum, with advantages including a transparent window on the back of the case that provides an easy glance for asset tagging to scan and mark the school-owned property before and after students use the iPad. "iPad is changing the way teachers teach and students learn, and the Logitech Rugged Combo for the new 9.7-inch iPad is built from the ground up with personalized-learning in mind," said Michele Hermann, vice president of mobility at Logitech. "We worked with Apple to design the Rugged Combo to be incredibly durable and protect iPad while bringing a secure keyboard connection that's approved for testing, so teachers and students can focus on expanding what's possible inside the classroom and beyond."



According to Logitech, the detachable keyboard has "laptop like typing" and provides a secure data entry point if teachers decide to submit tests to students on the iPad. The secure connection between the keyboard and case is provided through Logitech's proprietary secure connector, which functions similarly to Apple's Smart Connector.

Logitech sells the Rugged Combo, which includes the case and keyboard, as well as just the Rugged Case for schools not interested in the keyboard. Additionally, the Add-On Keyboard for Rugged Case are up for purchase. Schools and school districts in the

United States and Canada are able to buy Logitech's new iPad accessories from Apple's education store.

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