



MacBook Air



iPhone 3g Boa Style
Inspiration
Yin Yang

say helo to boa
White & Black

press reviews
Gizmodo tests a well-
endowed condom versus
our ultra-thin,
but very macho, MacBook Air case.

Guess who got the girl?

The Ultra Thin, Ultra Stylish
MacBook Air case



BOA cases

Sometimes the best designers are among the most enthusiastic consumers. Discouraged by the lackluster design of cases available on the market; seas of molded plastic and recycled rubber. We had to do something.

Committed to bringing the best fashion lifestyle to all consumers around the world through simple and innovative products we've envisioned a diverse range of fashion garments and accessories that work together with electronic devices to improve everyday life without compromise to style.

The future of fashion design will soon embrace the way we interact with technology. Our line of simple and innovative cases are the first of many projects sure to create balance between form, fashion and function. Stay tuned for info on new projects we are working on, problems we are trying to solve, and innovations we believe in.

World's Thinnest and Lightest Case unveiled!

BOA Design Inc. has announced that it has developed The World's thinnest case at .65 mm for the MacBook Air, The World's Thinnest Laptop computer.

New York, NY (BOA Design Inc.) March, 21st 2008 – Designers at BOA Design Inc, have been working to bridge the gap between fashion and technology. Company founder, Kunjan Chauhan has invested in research of synthetic fibers and nano-technology to develop a line of accessories that work with personal electronics instead of merely housing them.

After 5 years of research, the company's first product is a laptop case with unique device cleaning properties targeted to owners of the newly released MacBook Air. Only .65mm in thickness, the patented design wipes dust particles and oils from the device.

When asked about the product, Chauhan says "Everything is portable these days; you can add music to your commute, video conference from the airport... On a single subway car in New York you can see 10 people who have the same phone as you; there is a need for personal expression when it comes to portable electronics, a need that is met by smarter designed accessories, that's what we're trying to do."

And it's true; the global accessories market is a Multi Billion dollar industry. BOA Design Inc, will offer its first 10,000 cases online before becoming available in select boutiques nationwide this fall. Cases will be available in the hottest colors of the season with limited editions featuring designs by contemporary artists, and celebrity designers.

For additional information on The World's Thinnest Case, and BOA products visit www.boacase.com. Available online now.

BOA Design Inc. is a design group focused on creating smart garments and accessories with the help of unique technologies and minimalist design principles.