

NĒXT

LIFEPROOF

LifeProof NĒXT

AMPLIFY THE ACTION

DROPPROOF // DIRTPROOF // SNOWPROOF

Formed: for a slim profile + direct touch

Survives: drops from 2 meters

Shields: ports, mic + speakers

Blocks: dirt, dust, snow + debris

PITCH

The old ways are giving rise to new truths: not everyone needs a waterproof phone case.

NĒXT dives into that reality headfirst, taking you into the action while defending your device from the immediate threats of spills, splashes, dirt, drops and snow.

The result: a case that's always up for what's NĒXT.

Get NĒXT. Then get living.

AUDIENCE

When they're not spiking aces with their beach volleyball crew, they're scrolling through Nike SB's latest lookbook for their next pair of Janoskis. NĒXT shoppers exist in the physical world and the digital sphere simultaneously. So they need NĒXT riding along to fend off damage from drops, dirt and snow — relying



on their device's internal dams to keep water from soaking circuits. 3-day camping weekends, 5-man pickup games, 10-episode Netflix binges — NĒXT shoppers are plugged in, pumped up and passionate about living LifeProof.

KEY SELLING POINTS

LifeProof NĒXT is a revolution in design, leveraging the phone's built-in water resistance to protect against H₂O while the outer shell shields against drops, dirt and snow.

CONSUMER

Take your phone on epic and everyday adventures

Survives drops from 2 meters

Sealed from dirt, dust and snow

Screenless front for direct display touch

Transparent back shows off phone

Audio mesh blocks gunk, allows full sound

SALES ASSOCIATE

Proven DropProof, DirtProof, SnowProof protection

Allows phone's water resistance to defend against splashes

Ideal choice for active shoppers in late-20s and mid-30s

Preserves the resale value of their phone

Best audio on a LifeProof case