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FOR IMMEDIATE RELEASE

## **The Nest from Digital Innovations: Finally, an Easy Solution to Tangled and Damaged Earbuds**

Arlington Heights, IL, September 5, 2012 – Digital Innovations, LLC, the leader in innovative consumer electronics care and maintenance accessories, is pleased to announce “The Nest,” a simple but very clever solution to the problem of tangled and damaged earbud-style headphones and headsets.

Storing earbuds inside The Nest takes only a few seconds and leaves the earbuds and cable completely engulfed and protected inside. Hence the name: “The Nest.”

The earbuds can then be removed, safe and tangle-free, in a split second by simply grabbing the 3.5 mm audio connector (the end of the cable opposite the earpieces) and pulling.

The Nest is small and completely flexible so that it fits easily and comfortably inside a pocket or purse...even front pants pockets. It’s made from a single piece of high-quality silicone that’s washable, durable, looks cool and feels great to the touch.

“We spend a lot of time getting to know our consumers and understanding their pain points. With the possible exceptions of mosquitoes and rush-hour traffic, there are few problems that irritate people more than broken and tangled earbuds,” said Collin Anderson, CEO of Digital Innovations. “While there have been lots of products on the market that attempted to solve the problem, The Nest is the first to completely protect the buds and cable while being super easy to use, yet small and flexible enough to carry anywhere.”

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## **Digital Innovations Offers The Ultimate Tool to Eliminate Broken and Tangled Earbuds (page 2)**

To top it all off, The Nest is made entirely in the USA, continuing DI's push to move production back to American shores wherever possible.

To help kick off the product launch, DI will be announcing the \$1,000 "Tangle Torture Contest" on Facebook. The contest will ask each participant to post to DI's Facebook wall a vivid description of a torture he or she would rather endure than untangle messy earbuds every day. Creativity is encouraged, and the person who posts the response that earns the most "likes" will win \$1,000. Full details of the contest will be posted at [www.facebook.com/D.Innovations](http://www.facebook.com/D.Innovations) during the week of the product launch.

The Nest has an MSRP of \$9.99. It's available online now at [buy.com](http://buy.com) and will be rolling out soon to major brick and mortar retailers and other retailers. Visit [digitalinnovations.com](http://digitalinnovations.com) to learn more. Visit <http://youtu.be/kgJ0Vo9FcvI> to watch a short demonstration video.

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Digital Innovations, LLC is based in Arlington Heights, Illinois and was founded in 1995. DI works hard every day to understand consumer problems and pain points, then solves them by delivering innovative, effective and easy-to-use accessories and peripherals. DI's product lines include ScreenDr™ Screen Cleaner featuring the patent-pending StorDry™ bottle design, The Nest™ Earbud Protector, LapGuard™ with Radiation Shielding Technology for laptops, DeviceDryer™ for soaked electronics, and AllTerrain™ "All Surface" Mice. DI got its start by launching SkipDr®, the world's first consumer CD/DVD repair device that is arguably the most successful consumer electronic accessory in history having sold almost 10 million units and counting. Digital Innovations products are available online and at leading retailers such as Best Buy, RadioShack, Staples, Sears, GameStop, Kmart, AAFES, Meijer, Fred Meyer and many more.

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