

– PRESS RELEASE –
FOLDIO FOLDABLE STUDIO LIGHTBOX NOW AVAILABLE IN CANADA

For Immediate Release:

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**FROM KICKSTARTER TO RETAIL; FOLDIO, THE 1ST FOLDABLE STUDIO LIGHT BOX
FOR SMARTPHONES NOW IN CANADA**



Concord, Ontario (August 8, 2014) – NVU Electronics Inc. is pleased to announce it has partnered with South Korea & Los Angeles-based OrangeMonkie, to become their exclusive Canadian distributor. From their hugely successful KickStarter campaign in January of this year, Orangemonkie raised in excess of \$170,000 surpassing their \$10,000 funding goal in a matter of hours. After a very successful launch and thousands of satisfied customers around the world, Foldio is now available to customers across Canada.

Foldio is geared towards the rapidly growing consumer category now known as “Phoneography” -- short for Smartphone Photography. As more and more people are now using their smartphones for taking pictures, Foldio is a completely foldable, portable studio light box that allows you to do just that; take high quality, professional product shots using a smartphone. Those with more expensive photography gear, will also appreciate the simplicity of Foldio in allowing them to take professional product shots quickly.

Foldio ships flat, and is easily assembled in seconds, using magnets to secure the 10.2” squared box in place. 2 included LED strips, powered by 9V batteries (not included), add the needed light source to take professional product shots against any of the included backgrounds (White, Black, & Grey are included). Additional Backdrops are sold separately.

“Foldio is going to strike a chord with quite a few categories of users, including smartphone users, professional photographers, small businesses and individual users,” says Bobby Revai, President of NVU. “Online Sellers are always looking for inexpensive tools to make their products stand out on their websites, and Foldio is that solution!”

Retailing at an MSRP of \$69.99 CDN, Foldio is now available at retailers across Canada, including Henry’s Photo & Video, FutureShop.ca, BestBuy.ca, Memory Express, Canada Computers, and many more. Visit www.foldio.ca for a complete list of current retailers.

NVU Electronics Inc., is a Canadian distributor of Consumer Electronics, Digital Video & Audio products. You can contact NVU through their website at www.nvu.ca, or by phone at 1(866)411-2NVU.