



CES: Hard Candy Unveils Delicious-Looking Laptop Cases

Hard Candy Cases is a new company, literally only a few months old, but they came to CES with a number of stylish and functional laptop cases that look great, feel strong, and come at a pretty aggressive price point.

Hard Candy's Bubble Shell cases come in pieces, and snap on to the top and bottom of your laptop for maximum protection and visual appeal without blocking ports or requiring you to stretch material around your screen or your keyboard to get a snug fit.

Hard Candy Cases' Bubble Shells are available now, but in order to get the snap-to fitting that makes their cases stand out, they have to be designed for specific laptop and netbook models. Currently, Hard Candy sells Bubble Shell cases for the 13-inch unibody MacBook and the ASUS EEE PC 1005HA and Acer Aspire One 10.1-inch netbooks.

All of the Bubble Shell cases are available in multiple colors, from a see-through clear case to glossy black, white, candy apple red, cobalt blue, and hot pink. All of the cases are made from molded polycarbonate, so they can take a beating while keeping your laptop protected.

When I spoke with the designer at Hard Candy Cases' booth at CES, he mentioned that the idea for the Bubble Shell came when he and the CEO were chatting over drinks and wondered how cool it would be cover a laptop in bubble wrap; the textured feel of the Bubble Shell really brings that inspiration to life.

Hard Candy Cases is working on additional Bubble Shell cases for other laptops like the 13-inch unibody MacBook Pro, the Dell Mini 10, and the HP Mini 110, and expect to have both ready by the end of February 2010.

The company is also working on a white molded rubber case for the 13-inch MacBook Pro that they had at CES, also projected for February. All of Hard Candy's netbook cases retail for \$34.95, and the MacBook Pro cases retail for \$49.95. The molded rubber case, when available, will be \$59.95.

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