

**gosh! named as 2015 CES INNOVATION AWARDS HONOREE**

**Singapore, 12<sup>th</sup> Nov, 2014** – Appcessory Pte Ltd, the brand owner of ‘gosh!’, today announced that it has been named a 2015 CES Innovation Awards Honoree for Parallel2, a Battery case for iPhone 6. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting edge consumer electronics products across 28 product categories.

The Parallel2 is a Detachable Battery Pack & Protective Case with a built-in lightning cable for iPhone 6. This product is designed with the most simplistic and minimalistic approach in mind. It retains the same length and width as the Phone when mounted. Releasing the hidden cable only when needed eliminates the unnecessary bulk and added length to the overall Phone size. Its patented slide and lock mechanism detaches and mounts with ease.

When detached, the Phone is protected by a duo material case constructed with Polycarbonate ToughShield backing and all sides Soft Polymer protection. It is also designed for easy access to ports and buttons and no additional adaptor is required for audio jack. With 2900mAh capacity, it delivers 1.6x more power for your daily use.

The prestigious CES Innovation Awards are sponsored by the Consumer Electronics Association (CEA)<sup>®</sup>, the producer of the International CES, the global gathering place for all who thrive on the business of consumer technology, and have been recognizing achievements in product design and engineering since 1976.

The gosh! Parallel2 battery case for iPhone 6 will be displayed at the 2015 International CES, which runs Jan. 6-9, 2015, in Las Vegas, Nevada.

Entries are evaluated on their engineering, aesthetic and design qualities, intended use/function and user value, how the design and innovation of the product directly compares to other products in the marketplace and unique/novel features present.

Products chosen as CES Innovation Honorees reflect innovative design and engineering in some of the most cutting edge tech products and services coming to market.

2015 CES Innovation Honoree products are featured on [CESweb.org/Innovation](http://CESweb.org/Innovation), which lists product categories, as well as each product name, manufacturer information, description, photo and URL.

## **About gosh!**

gosh! is a brand created and wholly owned by Appcessory Pte Ltd, a passionate IT accessories company based in Singapore. Appcessory own brands and manufacture products people desire. The foundation of this passion comes from understanding that the pleasure of having a smart phone, laptop or any other electronic product doesn't end by just owning it.

It is about 'accessorising', and scaling up the experience. And that's the business.

gosh! aspires to reinvent and recreate every moment you have with your toy by designing accessories that are not just premium in quality, unique yet affordable, thoughtful and reliable all at the same time. This does seem like a tall order, doesn't it?

But if we are not going to buy our products, we can't expect you to.

For information on gosh!, please follow the URL below:  
[www.whygosh.com](http://www.whygosh.com)

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**CES 2015, 6-9th January, Las Vegas**  
**LVCC, North Hall, iLounge Pavilion**  
**Booth: 5731**

