

# Concept to Consumer by Phil Baker

My weekly personal technology column from the The San Diego Transcript, San Diego's daily business newspaper, plus observations based on developing scores of products

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August 08, 2007

## iPhone Cases

When the iPhone went on sale on June 29 there were a few cases available at the Apple stores, but none of them were particularly impressive. Now some cases are reaching the market that match the elegance of the iPhone. One is the UltraSlim pouch from [Sena](#). It's a thin, sleek, soft pouch that protects the iPhone without adding any bulk. It's on sale now for \$23.20.



A second case, designed to be worn horizontally on the belt, is the DLO hHipCase for \$35. It attaches with a sturdy clip and is constructed out of a matte grain leather. It has a velcro fastener that lets you retrieve your phone quickly. It's one of the thinnest of the pouch cases I've seen.

Both are excellent choices.

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