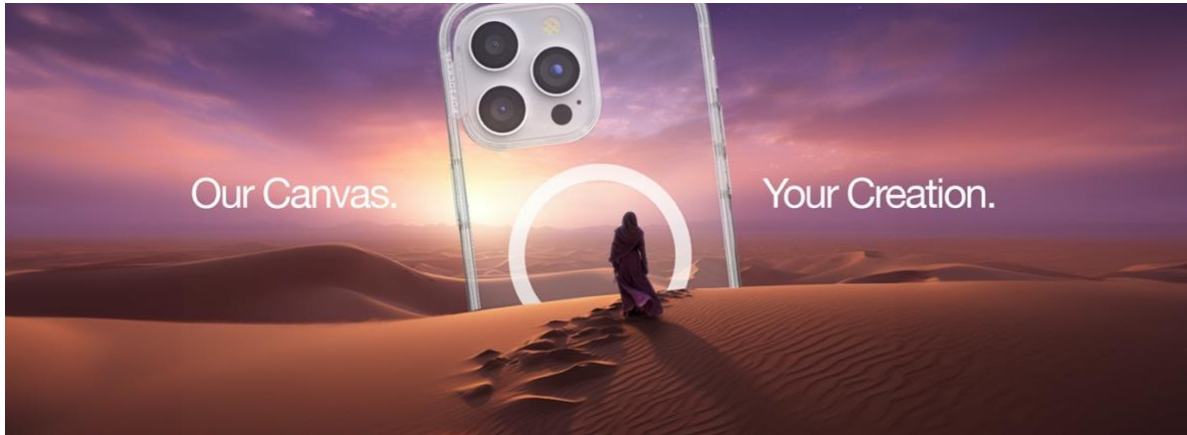


POPSOCKETS

POPSOCKETS REVOLUTIONIZES ACCESSORY CUSTOMIZATION WITH NEW AI TOOL

Leading Phone Accessory Brand to Launch AI Customizer to Allow Shoppers to Unleash Their Creativity



(Boulder, CO, September 13, 2023) – [PopSockets](#), the brand leader in innovative phone accessory solutions, today announced the launch of its groundbreaking [AI Customizer](#). This integration of generative artificial intelligence represents a pivotal moment for PopSockets by introducing a tool that redefines personalization and self-expression.

To celebrate, the brand is hosting an immersive AI Customizer Pop-Up Store in Boulder, CO on Sept. 15th and 16th, where customers will be the first to experience the generative AI technology themselves through the brand's customizer platform. Pop-Up attendees will be able to design their own custom phone grips, participate in giveaways and get early access to new cases for iPhone 15. The full rollout of PopSockets AI Customizer will commence on Oct. 3rd on [PopSockets.com](#).

“Our new AI Customizer marks a significant milestone in PopSockets’ history of design and technology,” said Gary Schoenfeld, CEO of PopSockets. “PopSockets is the first mobile accessory brand to offer consumers a platform for generative AI tools, built to unlock a whole new world of creativity and self-expression. Whether it's an image of a dog skiing down Mt. Everest, a 4-year-old playing tennis on the Golden Gate Bridge, or a tequila bottle shaped like a flamingo with art deco inspiration, with PopSockets’ AI Customizer imagination is endless.”

The AI Customizer enables users to customize their favorite PopSockets phone accessories by unlocking:

- **Creative Freedom:** Users can easily upload their favorite images and add a description of their choice to give their grips, cases and wallets a personal touch and make it uniquely theirs.
- **Inspiration At Your Fingertips:** The AI Customizer offers ideas and suggestions to jumpstart the creative process, making it easy for shoppers to design a phone accessory they'll love.
- **Category Innovation:** Leveraging patented products marrying style and function, the AI Customizer delivers grips, cases, and wallets – including the new line of iPhone 15 cases – as a canvas designed for the mobile on-the-go life.

These initiatives serve as a continuation of PopSockets’ success following its MagSafe Round grip products. As PopSockets continues to push the boundaries of customization, it remains dedicated to providing users with the tools they need to transform their devices into personalized works of art.

For more information on PopSockets and the [AI Customizer](#), the Boulder Pop-Up Store, and product offerings, please visit [PopSockets.com](https://popsockets.com) and follow @popsockets on social media.

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