

FOR IMMEDIATE RELEASE

**The Toddler Lock App and B-Lock iPhone case provide peace of mind to parents and fun for inquisitive kids**

ADELAIDE, AUSTRALIA – September 10, 2012

*Father invents groundbreaking case allowing users to disable iPhone's Home button*

**Toddler Lock Designs** today announced the immediate availability of [The B-Lock Case](#) for iPhone 4 and iPhone 4S.

Designed to allow youngsters to play games and view pictures on an iPhone without risk of accidentally leaving their chosen app, **The B-Lock Case** offers parents a convenient way to quickly block the iPhone's Home button at any time.

Built from high-quality polycarbonate and available in a variety of colours, **The B-Lock Case** features a convenient Home Button Guard that is quickly detached from the rear of the case and placed over the iPhone's Home button to completely disable it when the phone is being used by a child.

Following the huge success of **The Toddler Lock App**, a free download from the iTunes App Store that allows children to view pictures and videos on an iPhone without being able to zoom or delete, **The B-Lock Case** takes security one step further. When used in conjunction with **The Toddler Lock App**, parents can be safe in the knowledge that their child can't accidentally quit the app and gain access to the Home screen where accidental taps can mean deleted apps, changes to settings and unplanned phone calls.

A recent survey commissioned by Qualcomm found that 53% of parents use a mobile device to calm their children. **The B-Lock Case** allows those parents to do so without fear.

"I came up with the idea because my two year old daughter kept wanting to play with my phone and look at the pictures," said Matthew Parry, **Toddler Lock Designs**' CEO. "She didn't understand how to swipe and was annoyed that she kept zooming in, so it was frustrating for her and for me because I had to watch over her to make sure she didn't delete things."

As well as being ideal for parents, **The B-Lock Case** is an iPhone cover in its own right, offering the same durability and style expected from an iPhone accessory. Working just like a traditional case when the Home Button Guard is not in use, **The B-Lock Case** can be kept on at all times, negating the requirement for users to constantly switch covers.

**The B-Lock Case** is also ideal for app demonstrations, classrooms and trade shows to ensure that those using the iPhone can only access the app that is currently running.

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**Pricing and availability**

**The B-Lock Case** is available now for \$14.99 plus \$4.00 postage at [www.thetoddlerapp.com](http://www.thetoddlerapp.com) in white or black varieties. An additional pack of three spare Home Button Guards can also be purchased in black or white at a cost of \$8.00

**About Toddler Lock Designs**

**Toddler Lock Designs** creates unique apps and accessories for iPhone users. Born from the struggles company founder Matthew Parry experienced when allowing his daughter to play with his

iPhone, **The Toddler Lock App** and **B-Lock Case** have been gaining support and praise from parents the world over. Find out more at [www.thetoddlerapp.com](http://www.thetoddlerapp.com).

#### **Press Contact**

All press enquiries, including interview requests, product reviews, images and quotes should be directed to [press@thetoddlerapp.com](mailto:press@thetoddlerapp.com).

#### **Additional Materials**

**High-resolution images for print are available to download here:** <http://www.thetoddlerapp.com/press>

#### **50-Word Release**

**Toddler Lock Designs** introduces **The B-Lock Case** for iPhone 4 and iPhone 4S that temporarily disables the iPhone's Home button to prevent users from leaving the currently open app. Ideal for kids, schools and product demos. Available for AU\$13.95 in black or white, find out more at [www.thetoddlerapp.com](http://www.thetoddlerapp.com)

#### **25-Word Release**

**The B-Lock Case.** Temporarily disable your iPhone's Home button to prevent kids and others accidentally leaving an app. Ideal for schools and demos. [www.thetoddlerapp.com](http://www.thetoddlerapp.com)

#### **For Facebook**

Check out **The B-Lock Case** for iPhone 4 & 4S. Temporarily disable the iPhone's Home button to prevent kids leaving an app. Perfect for parents, schools and demos. <http://tinyurl.com/ct6eba7>

#### **For Twitter**

The B-Lock Case for iPhone 4 & 4S. Disable the Home button to prevent kids leaving an app. Perfect for schools & demos <http://tinyurl.com/ct6eba7>