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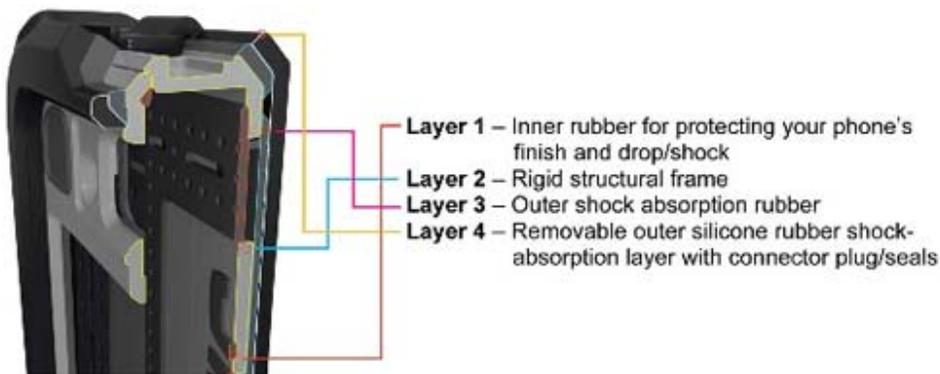
“Just drop it — as long as you are using a Ballistic case.” That’s a tagline from [Ballistic](#), a Sunrise, Fla., company that makes cases to protect gadgets including the Apple iPad and iPhone.



iPhone 4 Ballistic HC Series Case

This week, to coincide with the launch of Apple’s new iPhone, the company has debuted what it is calling “the world’s most rugged protective case for the iPhone 4.”

The iPhone 4 Ballistic HC Series Case, which costs \$49.99, has an interchangeable outer “gel skin” layer and a built-in screen protector. Internal seals keep dirt and other corrosive materials out of an iPhone’s exposed ports.



The company touts the case as “engineered with superior shock absorption materials.” It has four layers to offer security from “drops, fingerprints, scratches, dust and well. . . life in general,” as the company puts it.

<http://www.goballisticcase.com>

—*Stephen Regenold*