



Clear View Innovations  
(410) 491-9172  
cvigear@gmail.com

## **New Term “Holdware™” Encourages Universal Mounts, Holders and Stands for Mobile Devices**

BALTIMORE, Dec. 22, 2017 – Clear View Innovations (CVI) today announced a first step towards making it easier for smartphone and tablet users to mount, position and hold their devices during use. The newly coined nomenclature “**Holdware™**” defines a product class whose items attach to smartphones and tablets for the purpose of holding the devices, either by people or by the items themselves – as self-supporting structures. Thus, all existing and future mounts, holders, attachments and stands may now be considered types of **Holdware™** .

“I read thousands of ads for mounting products in catalogs and on the web; however, I witness only a small number of people using them in workplaces, in the street and on public transportation. There seems to be a mismatch,” says Stephen Frank, the president of and chief product developer at CVI.

“People generally do not like holding their smartphones and tablets. It is difficult, uncomfortable and inefficient – taking away one hand. I think the public wants ease, comfort, efficiency and “inter-attach-activity,” which is like the interoperability and full connectivity that we expect from the hardware, software and network connections. The introduction of **Holdware™** will hopefully encourage manufacturers to accelerate innovation and work together.”

CVI’s answer to the problem is **SITUATE™**, which is the first holding system that is fully interattachable, meaning it connects to other holding systems and the **SITUATE™** connectors work interchangeably for both smartphones and tablets.

### **About *Clear View Innovations***

Clear View Innovations is a leading innovator and distributor of mounting, positioning and holding solutions for smartphones and tablets. Additionally, CVI produces portable video backdrops that are designed for the smaller workspace of the digital age, whether at home, work or on the road.

For further information, please visit [www.cvigear.com](http://www.cvigear.com).

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