

# THINK TANK PHOTO INVENTIONS AND INNOVATIONS TIMELINE

When Think Tank was founded by photojournalists Deanne Fitzmaurice and Kurt Rogers, and product designers Doug Murdoch and Mike Sturm, they made a fundamental decision that created an unprecedented string of inventions and innovations: They decided that photographers should discuss their needs directly with the designers, with no one in between them in this process, such as sales and marketing people, middle managers, and product managers. This direct, unfiltered communication has led to a string of inventions and innovations based on the direct feedback from photographers from all disciplines, from all over the world.

## Airport Addicted Backpack Airport Acceleration Backpack (2006) Airport Antidote Backpack (2006)

Think Tank Photo invents the **FIRST** backpacks specifically designed for travel through airports.



## "Rotate of Lock" Modular System

Think Tank Photo invents the **FIRST** "Modular" belt systems with components that rotate or lock in position on the belt.

2005

## Test Drive

Think Tank Photo launches company on an industry **FIRST**: the "Test Drive" program that allows photographers to "try before they buy." Over 800 participants worldwide. The **FIRST** time any photo bag company has ever made such an offer.

2006

## "Whip it Out" Lens Case

Think Tank Photo invents the **FIRST** lens case for a 70-200 2.8 that uses compression to hold it in place, allowing for the fastest retrieval ever.



## Remote Control Rain Covers

Think Tank Photo invents the only raincover ever designed for remote cameras triggered by Pocket Wizards.



2007

## Rotation 360 Backpack

Think Tank Photo invents the **FIRST** backpack with patented rotation feature so that gear can be accessed without first putting it down.



## Digital Holsters

Think Tank Photo invents the **FIRST** asymmetrically-shaped bags for DSLR's. The first holsters with a "pop down" expansion feature.



2008

## Skin Pouches

Think Tank invents the **FIRST** pouches with the "Sound Silencer" system that allows the sound of the hook and loop to be turned on and off.

## Hydrophobia 300-600mm

Think Tank Photo invents the **FIRST** raincover that mounts on the lens hood for rapid deployment.



## Airport Security Airport International Airport Airstream

Think Tank invents the **FIRST** modern rolling camera bag for the new millennium. Innovations include:  
**FIRST** roller to have a separate cable to lock up the bag and to secure it to immovable objects.  
**FIRST** roller to have locking mechanisms for zipper sliders.  
**FIRST** roller to mold inside around handle for maximum capacity.  
**FIRST** roller to offer a full warranty on the wheels, handle, and zippers.  
**FIRST** roller with "Lost and Found" system for identifying lost or stolen bags.



## Urban Disguise Shoulder Bags

Think Tank Photo reinvents photography shoulder bags to "disguise" the contents.



## Shape Shifter Backpack

Think Tank invents the **FIRST** photo backpack that expands and contracts.



2009

## Pixel Sunscreen 2.0

Think Tank invents the ultimate portable editing station.



## Multimedia Wired Up Collection

Think Tank Photo invents the **FIRST** bag system designed specifically for the multimedia artist. Making it easier to capture stills, audio, and video when you are on the move. Cable ports, quick tabs, and a variety of pockets makes these bags customizable. Industry **FIRST**. Release TBA.

