

Customer Reference – Mac Shac, Goleta, California

On the early morning of Friday, February 19, 2010 the alarms sounded at the Mac Shac store in Goleta, California located near the UC Santa Barbara campus. The Mac Shac is an authorized dealer of Apple products specializing in Apple laptop and desktop computers along with related accessories.

Would-be robbers had completely smashed the store's front glass windows in a failed attempt to steal three demo laptops housed on a shelf wall. Each of the laptop computers was secured via the Kensington MicroSaver® line of locks, specifically the MicroSaver Custom Keyed Expansion Loop (67702) and the MicroSaver Keyed Retractable Notebook Lock (64538). For a mere investment of \$105.00 the Mac Shac was able to deploy an effective and easy to use first line of defense in securing the laptops which had an estimated replacement value of \$5,000.

"It was a very straightforward smash and grab attempt," said store employee Christopher Graham. "They literally ripped the shelving off of the wall and dragged it along with the laptops across the length of the floor, right up to the front door. But they were not able to get the laptops free of the Kensington lock. They literally could not get those laptops free!"

"When it comes to physically securing our laptops or computers, we don't really even consider any other products other than those from Kensington," said Graham. "Their locks are great quality and as evidenced with what happened to us, they are a reliable source of security."

The Mac Shac of Goleta has been in business for six years and also sells Kensington locks at the store. The owners have been utilizing Kensington locks for their own computers since day one. Kensington locks are easy to set up, right out of the box and do not interfere with the use of the laptops for demo purposes. In fact one of the Kensington MicroSaver locks is also used with an Apple wireless router. Due in large part to the rotating, slim lock head and a pivoting cable that doesn't get in the way, the staff at the Mac Shac have decided to utilize Kensington locks even during regular business hours when customers are in the store and actually handling the computers. This way, the Mac Shac has constant protection for its valuable equipment at all times.

An interesting fact about the Kensington Security Slot: Invented by Kensington in 1982, it is found in 99% of laptops as well as external hard drives, projectors, flat panel monitors and many other peripherals. The patented T-bar mechanism used provides superior strength to provide valuable assets from theft.