

Kensington®

Locking Kit for Mac Studio

June 2022



Core Positioning

Product, solution, or feature name	Locking Kit for Mac Studio [SKU #: K65100WW / UPC #: 0 85896 65100 0]
Value proposition/key benefit	Designed specifically for Apple, the Locking Kit for Mac Studio has everything you need to secure your Mac Studio. It won't get in the way, and is designed to perfectly complement the Mac Studio aesthetic.
Target (in order of priority)	IT Professional/Buyer, Admin/Office Manager, Facilities Manager, Consumer (home), Content Creators
Problem(s) the primary buyer is facing	Because of its compact size and price, users of the Mac Studio want to lock it to prevent theft and protect their investment. They want a lock that is secure, unobtrusive, easy to attach, won't require modifications or damage to the device, and blends in seamlessly with the Mac design aesthetic.
What they are doing today	Using a solution that is obtrusive, or doesn't fit well with the clean design aesthetic. Many locking solutions are obtrusive and raise the device off the surface, not allowing it to lie flat and stable, and/or blocking ports.
Top features/benefits	<ul style="list-style-type: none"> • Designed specifically for Apple • No tools required • Won't block ports • Includes NanoSaver® combination lock, cable with protective nylon sheathing, and locking plate adapter • Verified and tested • Register & Retrieve™ • Five-year limited warranty

Locking Kit for Mac Studio

- **Designed Specifically for Apple** - Designed to perfectly complement the Mac Studio design, while providing outstanding security.
- **No Tools Required** - Attaches easily, and doesn't require any modifications to the Mac Studio.
- **Unobtrusive Design** - Won't block ports or unevenly raise the Mac Studio off its surface.
- **Everything Included to Secure Your Mac Studio** - Includes Kensington's NanoSaver® combination lock, braided carbon steel cable with protective nylon sheathing, and locking plate adapter.
- **Verified and Tested** - Each Kensington lock is precision engineered to meet or exceed rigorous industry standards for strength, physical endurance, and mechanical resilience.
- **Register & Retrieve™** - Kensington's online code registration program that allows for quick, secure, and easy combination lookup if it is ever forgotten.
- **Five-Year Limited Warranty** - Rest assured knowing you're covered by Kensington, inventor and a worldwide leader in laptop security locks.



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Thank You