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Organizations that create customer expectations or demands are intriguing, and Apple is certainly a chart-topper in this category. Paranoiacs, cat ladies, and Doritos-breath fanboys can trump this success to manufactured hype all they want. However, the truth is that Apple creates interesting gizmos that look cool. Apple's customers expect consistency and quality. Alright, to be fairer, Apple's customers expect their purchases to be more awesome than alternatives offered by the likes of Microsoft. This includes product design. Such emphasis attracts customers concerned with aesthetics. In turn, there is a high demand for accessories. A great "case" in point is the proliferation of iPad 2 cases.

A myriad of iPad 2 cases are currently available, nearly all of them offering some sort of novelty or added functionality. This is quite like accessories for other Apple mobile devices, namely the iPod and iPhone. However, the iPad grants more leeway to designers due to its size and handling, allowing for more inspired designs and comprehensive augmentations. However, not all iPad 2 cases offer increased usability; many just enable users to showcase their inspirations. There are three major subcategories of iPad 2 cases currently available, and general iPad users will want one of each.

Handlers-One of the most common and widely used niches of iPad 2 cases, these can come with spiffy design elements. These iPad 2 cases are recognized for their intuitive handling. After all, iPads are tablets- one either needs to hold it or set it flat upon a table. While these are intuitive means to use the device, improvements can be made. Improvements are what these iPad 2 cases offer. Stands for propping-up an iPad, thumb-hooks for more secure handling, and shoulder straps to guard against drops are mainstays of this category. Fashion easily compliments this category.

Augmentative cases- While iPads are cool, plenty of people wouldn't mind improving certain aspects, such as sound or controls. Cases that come with speakers or keyboards are ideal for professionals who need to consider sound quality or efficient word processing. While there are similarities between iPad 2 cases, there are differences from brand to brand. This covers everything from general design, key or speaker type, and connectivity with the iPad. For example, SolidLine Products' RightShift lives up to its name of, well, having a right shift- something all typists with an iPad need consider.

Custom cases- iPad 2 cases that feature high-quality prints are incredibly popular, particularly those allowing the user to select their own image. While plenty of these iPad 2 cases are relatively basic, imagery offers substance that can't be ignored- namely, making one's iPad easily recognizable. Other cases of this format are more prone to include binder or hard-cover features and protection. Some cases can help students and public commuters obfuscate their iPad use.

Clearly, case designers are having a party thanks to the iPad, and the iPad community has been nothing but receptive- no matter how daring or zany the case. After all, this is community that enjoys extraordinary features and styles.

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