The Gramercy CGB150 Messenger Sling is designed to store not only an iPad but an iPhone as well. The iPhone is stored in a see-through exterior media pocket for easy access, while Cocoon's rubberized GRID-IT! system allows the bag to be repurposed for gadget uses beyond just the iPad alone. The single strap can be slung across the shoulder or chest for carrying the bag on the side, though I would have preferred a double-strap backpack design to allow the sling to be secure when riding on a bike. Still, I like the idea of the GRID-IT inserts that allow the bag to be used for items besides the iPad such as digital cameras, cables, iPods and portable videogame devices. The bag's elastic strap lattice ensures that it