

Showcase Launches the Whirlybird RC Helicopter In Time For the Christmas Season

Showcase, the world's largest brick & mortar retailer of "The Best of 'As Seen on TV and More" has researched and tested more than 10 remote control helicopters to discover that the Whirlybird RC Helicopter is the most durable and affordable RC toy on the market this holiday season.

Brampton, Ontario ([PRWeb](#)) December 3, 2007 -- Showcase, the world's largest brick & mortar retailer of "The Best of 'As Seen on TV and More" has researched and tested more than 10 remote control helicopters to discover that the Whirlybird RC Helicopter is the most durable and affordable RC toy on the market this holiday season. And now, Showcase is pleased to offer the Whirlybird RC Helicopter in its retail stores throughout Canada and on its website www.ShopAtShowcase.com.

"Many RC toys have two major problems: they are very pricey and they are not durable. After just a few uses, they break and cannot be used and played with," says Amin Jivraj, founder of Showcase. "We wanted to feature a top of the line RC copter this holiday season, so we researched one dozen helicopters -- only to discover that the Whirlybird outlasted and outperformed all the other helicopters that we tested," adds Jivraj.

Product testing for the Whirlybird RC Helicopter was done at the Showcase Institute. Here, items are examined and analyzed for performance, quality and operational issues. If any facet of any product fails -- regardless of how insignificant the problem appears to be -- the product automatically fails.

During product testing, the Whirlybird outperformed the other RC helicopters tested in a variety of categories:

- Battery Life (quick recharging process with long-lasting operational flight times)
- Maneuverability (Whirlybird can fly in 8 different directions)
- Durability (space-age polymer body ensures Whirlybird keeps flying after tough and hard crash landings when compared to foam-constructed helicopters)
- Control (easy to use remote control panel with trim and counterweight options)
- Design Physics (Whirlybird is modeled after real helicopters with propeller design, shaping and balancing)

Results of product testing at the Showcase Institute are then featured on the Showcase Institute Library on www.ShopAtShowcase.com, where customers can watch instructional videos and tips on how to properly fly, troubleshoot, repair and get the most from their Whirlybird RC Helicopter.

"The more we tested and learned about the Whirlybird, the more we wanted to share this information with our customers. Especially during the busy holiday season, people don't always have the time to visit a store and ask the questions they want answered. Now, they can just visit www.ShopAtShowcase.com from the convenience of



their own home and check out the library to get all the information they need," says Jivraj.

For more information about the Whirlybird RC Helicopter, visit any Showcase store location in Canada, or visit www.ShopAtShowcase.com.

About Showcase:

Showcase is world's largest brick & mortar retailer of "The Best of As Seen on TV and More!" Showcase offers the most fun, interactive, new, and unique products ever -- all in a retail environment where you can "try it before you buy it" -- we call it retail-tainment. Founded in 1994 with our first store in Edmonton, Alberta, Showcase is now coast-to-coast with 40 stores in major shopping malls across the country. And now, with www.ShopAtShowcase.com, customers can enjoy a fun, safe and interactive online shopping experience.

Contact:

Amin Jivraj, Founder
Showcase
905-452-0392

###



Contact Information

Mauro Flammini

Showcase

<http://www.shopatshowcase.com>

905-452-0392

Showcase

<http://www.shopatshowcase.com>

Online Web 2.0 Version

You can read the online version of this press release [here](#).