



Memorysolution: double MP3 power in one stick

Good news for friends of digital music and good design: the leading memory specialist in Europe presents a real cute yet stylish MP3 player.

Breisach am Rhein, Germany, November 14, 2006 – The Breisach based memory specialist for Europe, Memorysolution, presents the LAVOD LFA-262B, a new highlight for friends of digital music and mobile entertainment. Only 84 X 28 X 11 in size, this tiny music player is just the right accessory for technology aficionados with a certain sense of style. Elegant, in a decent and timeless black appearance, this MP3 player supports the widely common MP3 format as well as WMA format incl. DRM (Digital Rights Management) in version 10 that one would need to play back songs bought in one of that upcoming internet music shops. Moreover, the LAVOD sports a 22-language, crisp and clear two-color OLED display (128x64 pixels) supporting either ID3 tags as well as the Lyric Sync (LRC V0.2) format. It is equipped with two earphone jacks, a USB 2.0 connector, sports a card slot for microSD memory cards and weighs only 28 grams, the Li-Polymer battery already included. That way, the LAVOD LFA-262B has a total play time of more than 6 hours and will be available exclusively in black color in capacities of one gigabytes (GB) and two GB. Just to mention that as well: this player is manufactured fully RoHS compliant and therefore contains no hazardous substances.

"This picture is all too common: kids in cars, the Metro or busses with their heads stuck close to each others trying to share their taste of music with friends", says Andreas Albers, Sales Director Flash Products at Memorysolution GmbH. "No more need for that; the LAVOD comes with two earphone jacks right away. That way both listeners experience the full sound quality powered by a 7-step equalizer. Another advantage of the LAVOD is that one may easily overcome the limitations of the already generous on-board memory of one or two gigabytes by simply plugging in a microSD card of another 1GB at maximum. In today's times of 'download everywhere', any collection of digital music is likely to grow rather rapidly. Our player will simply keep pace with this. In addition, by swapping the memory card one can exchange music 'on the fly' without the need for lengthy copy processes on the PC". Gerhard Heckmann, Marketing Communications Manager at Memorysolution points out additional advantages for owners of that prestigious piece of hardware: "The rechargeable Lithium-Polymer battery gives your purse a break and saves the environment, replacing batteries is a thing of the past. This player is not only meant for kids and for teens. It is as well the perfect companion for the stressed business user who will utilize the LAVOD as a fully-fledged digital voice recorder. When it comes to chill-out at the end of a busy day it is then again a cute yet well-designed MP3 player, perfectly fitting even the most stylish outfit."

The LAVOD LFA-262B MP3 player comes with a necklace, two earphones, a user's manual, a 50 cm USB cable and a driver CD for operation systems not supported natively. Wholesale price for dealers are 35 Euros for the 1GB version and 45 Euros for the 2GB version; contact person for sales related requests at Memorysolution is Andreas Albers.

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Memorysolution Press Information #007-2006E

For immediate release

Technical specifications: LAVOD LFA-262/262B (Ali 5661R chipset 2-Color OLED display)

Features

- Supported formats: MP3, WMA
- Windows compatible file system for removable drives (FAT 12/16/32)
- 128X64 2-Color OLED Display
- ID3 tag display & Lyric Sync (LRC V0.2 format)
- Digital Voice Recording by ADPCM algorithm to WAV format
- Playback sequence selection (normal, repeat, repeat all)
- FF/REW for content of single song or next / previous song selection
- Selected content repeat function (A-B mode)
- USB 2.0 High Speed interface
- Built-in 7 EQ mode
- Built-In flash memory up to 2GB
- Two earphone jacks
- Supports DRM 10 (optional)
- Supports 22 Languages
- Rechargeable Lithium-Polymer battery (280ma/H)

Specifications

- Display: 2-Color OLED 128X64
- Size: 84 X 28 X 11 mm
- Weight: about 28 grams
- Power: Lithium-Polymer 280ma/h
- Data transferring interface: USB 2.0 High Speed
- Storage media: on-board flash memory (1GB, 2GB)
- Bit rates: MP3 format 32K~320kbps WMA format 5K~340kbps
- S/N ratio: 85dB
- Frequency response: 20Hz~20kHz
- Play time: more than 6 Hours

System Requirements

- Windows 98/ SE/ME/2000/XP or later, Mac 9.X or later
- PC with USB port (USB2.0 High Speed)

Accessories:

- Driver CD
- Two-Language User's manual
- Two Earphones
- USB cable (50cm)

Licenses and Certificates:

- Sisvel License
- WMA3. DRM
- PlaysForSure (Applying)
- RoHS self declaration

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About Memorysolution

Since its foundation in 1997 by Edmund Dägele and Gerald Diercks, Memorysolution GmbH has become the experienced One-Stop-Shopping partner of choice and leading specialist for proprietary memory expansions, Qimonda und AENEON™ A-brand modules as well as current Flash memory components in Germany. Memorysolution GmbH also has established a top position among memory module specialists within the European market place. Memorysolution caters every market segment, be it the small business up to the industries' broadliners. The foundation of the US subsidiary PRIME Memorysolution Inc. in Reno/NV in spring 2004 marked the next milestone on the way to a globally operating enterprise. Being the official EMEA distributor for the Original PenDrive© since August 2006 combined with a broad spectrum of versatile USB memory products complete the product portfolio. As of July 01, 2006 Gerald Diercks leads Memorysolution GmbH as sole Managing Director. Find more information about Memorysolution at <http://www.memorysolution.com>

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