

SMARTHOUSE

THE LIFESTYLE TECHNOLOGY GUIDE

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IPODS & PORTABLE PLAYERS / MP3 PLA

Apacer Launches Affordable MP3 Player

By Mendelson Tiu | Monday | 29/10/2007

Apacer Technology, a company known for its memory modules and digital storage, has released the Audio Steno AU240, an MP3 player that claims to sport a thin profile and a 'noble' look with its leather finish.



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The AU240 can slip into almost any pocket with its small profile, comes in 1GB, 2GB, and 4GB capacity, and can be used for data storage. While the AU240 uses a Li-battery, the unit only has a battery life of 6 hours, which is measly in comparison to other MP3 players in the market today.

Apacer's Product Director, C.K. Chang said, "The development concept of the AU240 comes from integrating streamlined appearance with convenience and perfection. Also, the AU240 has a competitive price among MP3 players of the same memory capacity, making the new AU240 a perfect fit with the need of young people. The AU240 includes a direct USB connector, so users can transfer data without an additional USB cable."

Product Specifications:

USB interface: USB 2.0

Built-in Memory capacity: 1GB/ 2GB/ 4GB

Display: 96x32 LCM (Against blue backlight)

Music file playback: MP3/ WMA

EQ modes: Normal, Pop, Rock, Classic, Jazz, Ultra Bass

User interface: 10 languages (ID3 display supported)

Power source: Built-in rechargeable 190mAh Li-Polymer battery

Battery life: Maximum of 6 hours music playback time

Dimensions: 76 mm x 26 mm x 12.8 mm

Weight: 30g

RRP:

1GB: \$45

2GB: \$65

4GB: \$99

See: <http://www.bluechipit.com.au>