

## Press Release December 17th, 2007

### **Cowon UK announces the arrival of the Cowon iAudio A3 Portable Media Player.**

**December 17th 2007:** Cowon UK unveils the ultimate high definition portable media player - the Cowon iAudio A3 (30GB / 60GB / 80GB). The A3 uses the new Texas Instruments "Da Vinci" Chipset, giving fantastic responsiveness and speed, with class leading sound reproduction.

#### **Video**

The A3 is compatible with the widest range of file formats in the market. It's 800x480 4 inch pixel screen offers pin-sharp images and crisp motion for video. With support for 1280 x 720 High Definition media, the A3 is a truly next generation player. The A3 is also capable of 7 hours of video playback - remarkable for a screen this size, let alone one of this quality. The Cowon A3 can play VOB files - making it possible for the first time to simply drop a DVD rip straight onto the player with no conversion whatsoever!

The A3 is available in 30GB, 60GB and 80GB formats - giving you ample space for movies (up to 150 full-length movies can be stored on the 80GB) .You can also display still images in a variety of formats (JPG, GIF, PNG, TIF, BMP).

#### **Audio**

The Cowon A3 supports the largest range of formats in its class: MPEG1 Layer 1/2/3, WMA, FLAC, OGG Vorbis, AAC, APPLE Lossless, AAC/AAC+, AC3, True Audio, Monkey's Audio, MusePack, WavPack, G.726 & PCM straight out of the box! With powerful 32mW per channel output and BBE Sound Enhancement technology, you're sure of powerful sound reproduction.

#### **Interfacing**

Great video capability is let down if it takes hours of video conversion, or expensive extras to get the video on the player. Not the case with the A3 - you can simply plug in any video source (Digibox, DVD player, Video player, games console, etc) and record into the player directly. The A3 compresses as it records, giving you great quality without filling the hard drive up too quickly.

USB Host - The A3 also has the ability to be used as a USB host device, allowing you to plug in a variety of devices, such as (UMS) MP3 players, digital cameras and external storage drives, which you can navigate with your A3 and copy files straight onto your A3's hard drive.

You've got movies on your A3 that you'd like to show on a full-size TV? Not a problem, just plug it in! The A3 outputs in Composite video, Component video (HD output possible) and S-video - you'll even find the correct cables in the box for each option.





### Features:

- Huge Video file compatibility: AVI, WMV, ASF, MP4, MATROSKA(MKV),MPG/MPEG, VOB, DAT, MTV, DivX, XviD, MPEG-4
- Huge Audio file compatibility: MP3/2/1, ASF, WMA, FLAC, OGG, M4A, MATROSKA(MKA), TTA, APE, MPC, WAV, APPLE Lossless, AAC/AAC+, AC3, True Audio, Monkey's Audio, MusePack, WavPack, G.726, PCM
- Fantastic Sound quality (BBE Sound)
- 800x480 Pixel 4 inch screen
- Built in Video recording and output
- 7 Hour video playback battery life (10 hours audio)
- USB Host functionality
- FM Radio and recorder

### About Cowon UK

COWON UK is the United Kingdom's exclusive distributor of COWON Systems, Inc. products. COWON Systems, Inc., is an innovator in digital media. COWON offers various versions of multimedia software (JetAudio) and portable MP3 players (iAUDIO). COWON Systems Inc is headquartered in Seoul, Korea.

### Media Enquiries

Please contact [press@cowonuk.com](mailto:press@cowonuk.com) with any questions or for further information regarding the iAudio 7 MP3 Player or Cowon UK. Sample units are available for review or photography.